How to Sell Refrigerators

As Told by Ben Binder, Copeland Distributor

By Phil B. Redeker

TRENTON, N. J.—Selling refrigerators, in the opinion of Copeland Distributor Ben Binder of this city, is not so much a matter of "pulling-rabbit-out-of-a-hat" merchandising tricks as it is of ferreting out prospects and employing the right kind of a selling organization to sell to these prospects.

The "right kind of a selling organization," is generally one which has demonstrated its ability to sell specialty appliances, Binder thinks.

That is why most of the dealers operating under this Copeland distributorship are for the most part sales organizations which had demonstrated their ability to sell other merchandise before they were given a Copeland franchise.

Binder believes in fitting his dealers to the market. He attempts to determine the buying habits of the majority of the populace in a certain territory, then attempts to find a dealer who caters to these particular prospects.

For instance, suppose that the farm element constituted the biggest proportion of the buying potential in a certain area, and that these farmers were accustomed to buying appliance merchandise at a hardware store. Binder would thus seek to make the best hardware dealer in that territory a Copeland dealer.

The set-up of Binder's dealer organization, which covers southern and central New Jersey, varies somewhat from the typical dealer set-up in other parts of the country, principally because of the small size (from a geographic standpoint) of the territory encompassed by the distributorship.

Binder handles all dealer business on a cash basis. This is understandable when you learn that most of the dealers in the Binder organization carry few, if any floor models, as they are within a 45 minutes' drive of the main Binder showroom, located at Trenton.

Binder will not set up a dealer who wishes to sell electric refrigeration exclusively, as he believes that a dealer must sell companion lines of appliances to survive under present-day conditions.

Because of the proximity of the dealers to the distributor's headquarters, wholesale salesmen are able to contact the dealers every week or 10 days.

This has enabled Binder to train his dealers in their own place of business, and he holds no group meetings to teach his dealers how to sell. The individual contact method of sales training is more effective, he believes.

"We stress the fact that the dealer himself must do some retail selling," Binder says. "He can have as many salesmen as he wants, but has to sell, too, if he is to have a proper understanding of sales problems."

The distributor leaves the matter of the determination of policy on financing and time payments up to the individual dealer. Where the dealer adopts a policy of making sales on long-time terms, it is recommended that he employ a finance company.

Use of the user, both as a prospect and as a prospect-finder, is emphasized in dealer training. Users of equipment sold by the dealer are contacted frequently by personal call, and by direct mail.

This Copeland distributor's service department is able to take care of the service and delivery requirements of most of the dealers, as most of the dealer territories can be reached from Trenton in an hour's run with a truck. Dealers in outlying territories are required to have one man trained in service.

Binder's retail operation is featured by the use of electrical contractors as prospect-getters.

Binder has sold wiring equipment and lighting fixtures to the electrical contractor trade for many years, and he has found them extremely useful as prospect finders.

The contractors are often in a position to furnish the refrigerator distributor with tips on home-owners who are ready to buy major appliances.

The contractors don't do any selling, they merely submit the names of prospects. If the prospect is sold, the contractor receives a sum of money from the distributor for having submitted the name.

Binder employs a relatively small number of salesmen; this is probably explained by the fact that he does not believe in the "cold canvass" method of retail selling.

The salesmen follow up leads which they have procured from the contractors, or by contact with users. They also sell commercial refrigeration equipment.

All sales of commercial equipment, whether made by retail salesman or dealer, is thoroughly checked by a competent refrigeration engineer before the installation is made.

The major share of Binder's advertising is in billboards. The large percentage of automobile owners among the New Jersey populace and the good roads and highways throughout the state were major factors in the determination of this policy.

Food shows and cooperative exhibits are considered by Binder as good sales promotion mediums, but he is wary of "giveaway" propositions, such as a tie-up with a motion picture theater, which calls for a door prize.

"We like any medium through which we can actually demonstrate the line to prospects," he says. " But we never hold 'giveaways.' They cheapen a line."

Despite the fact that Binder distributes washers, radios, and electrical contractors' supplies as well as refrigerators, he pushes his dealer activity on electric refrigerators the year 'round, and his monthly sales records show that such efforts have achieved results.

SWEDISH ELECTROLUX CO. INSTALLS 480 MACHINES

STOCKHOLM, Sweden—All apartments in 19½ blocks of the Gardet, new residential quarter here, have been equipped with Electrolux refrigerators, according to officials of the Electrolux factory here.

A total of 480 Electrolux refrigerators have been installed in the new residential sector. Model L-1, with a 1-cu. ft. capacity, has been placed in 179 of the new flats, 203 units of 3-cu. ft. capacity have been installed, and 41 4-cu. ft. units, and 57 5-cu. ft. refrigerators have been placed in the larger apartments.

When completed, the residential quarter will include 26 blocks of flats.

5 Seegers Purchased for $250,000 Home

LEHMAN, Pa.—Five Seeger cabinets, equipped with Kelvinator units, have been installed in Hayfield House, new $250,000 residence of John N. Conyngham here.

Cabinets installed are a model P-35 for the pantry, P-711 in the cold storage room, P-44 in the kitchen, Deluxe 6 in the flower room, and a special 6x6x8½-ft. meat refrigerator in the cold storage room.

New equipment was sold by the Seeger sales organization in New York City.

Cole Signs 2 Dealers On Staten Island

STATEN ISLAND, N. Y.—Two new dealerships have been established in this area by Rex Cole, Inc., General Electric distributor for metropolitan New York.

New dealers are Ralph Cole, Tottenville, and Browers' Hardware Co., Great Kills. Both dealers will handle G. E. refrigerators, ranges, and other household appliances.

'I Did It'—'I Failed' Plan Brings Results

LINCOLN, Neb.—Stanley Taber, assistant general manager of the Iowa-Nebraska Light & Power Co., didn't like it when he learned that in one month only six General Electric refrigerators had been sold by 38 men in 14 districts.

So he evolved an "I Did and I Failed" plan. Each man was asked to sell one refrigerator within a period of 32 days. Each man was furnished with two cards on which to report his sales, one bordered in red and containing the words "I Did," and the other bearing a black border and the words "I Failed."

Mr. Taber got results. Thirty-six General Electrics were sold during the 32-day period.

NEW WHOLESALE CONCERN FORMED IN PITTSBURGH

PITTSBURGH—Buckeye Sales Corp. has been organized here to wholesale electric refrigerators, air-conditioning equipment, radios, and electrical specialties in the East.

Lawrence C. LeVole, who formerly conducted the business under his own name, is president of the new company, and C. W. Cribbs is secretary-treasurer.

Field men of the new company will contact department stores, furniture dealers, jobbers, etc. in Pennsylvania, Ohio, Virginia, West Virginia, Delaware, Maryland, and New Jersey.

PEIRCE-PHELPS CO. DISPLAYS MAJESTIC LINE

HARRISBURG, Pa.—Majestic refrigerators had a prominent part in the display of the local branch of the Peirce-Phelps Co., Majestic distributor for Philadelphia, Harrisburg, and Wilkes-Barre, at the recent Harrisburg Automobile, Radio, & Appliance Show.

Irving S. Leon of the local branch supervised the exhibit.

CABINETS BY

Seeger

SAINT PAUL for:

APARTMENTS

RESIDENCES

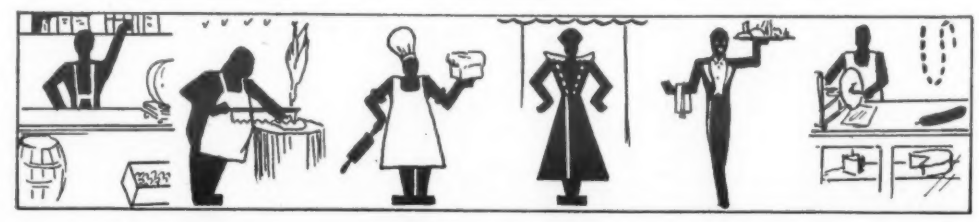
COMMERCIAL CABINETS

Hospitals Schools Meat Markets
Hotels Restaurants Grocers
Institutions Cafeterias Delicatessens Stores

STORAGE CABINETS

Hospitals Hotels Restaurants Grocers Meat Markets
Bakeries

DISPLAY CASES



Grocers Bakeries Restaurants
Meat Markets Hotels Delicatessens

SEEGER REFRIGERATOR COMPANY

SAINT PAUL, MINNESOTA

232 Fourth Avenue, Fourth Ave. at 19th St., NEW YORK, N.Y.
655-57 So. LaBrea Ave., LOS ANGELES, CAL.
666 North Wabash, CHICAGO, ILL.
644 Beacon Street, Kenmore Square, BOSTON, MASS.

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THE JOHN CRERAR LIBRARY MAR 10 1933

THE NEWSPAPER OF THE INDUSTRY

ELECTRIC REFRIGERATION NEWS

WRITTEN TO BE READ ON ARRIVAL

Registered U. S. Patent Office

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THREE DOLLARS PER YEAR
TEN CENTS PER COPY

CROSLEY EXTENDS CREDIT IN MONEY CRISIS

WOOD DESCRIBES NH_3 SYSTEM FOR RAILROAD CARS

Harvey Lindsay Shows Novel Thermometer At Chicago A.S.R.E.

By John T. Schaefer

CHICAGO—E. C. Wood traced developments in refrigerated railroad cars from earliest patents up to present practices, and described the mechanically refrigerated car of the North American Car Corp. before the Chicago A.S.R.E., Tuesday night, Feb. 28, in the Chicago Engineers club. Mr. Wood is assistant to the president of the North American company, and has been active in the company's recent work in refrigerated transportation.

Before turning the meeting over to Mr. Wood, O. A. Anderson, president of the section, asked Harvey Lindsay, president of Dry-Zero Corp., to describe the new instrument which he has devised for measuring surface temperatures.

Need for a portable thermometer to

(*Concluded on Page 12, Column 1*)

SPRING EXHIBITIONS PLANNED BY BUREAU

NEW YORK CITY—Local refrigeration bureaus in widely scattered parts of the country are beginning to report plans for spring activity and shows, according to despatches received by the main offices of the Electric Refrigeration Bureau here.

At a recent meeting of the Electric Refrigeration Bureau of the Lehigh Valley, at Allentown, Pa., Clyde S. Beck was reelected chairman, and it was unanimously decided to hold an electric refrigeration show this spring.

It will be Allentown's third annual spring exhibit under bureau auspices. Harry Harley, R. F. Luckenbach, David Gabriel, R. F. Heffelfinger, and Mr. Beck were named as an executive committee to complete show plans.

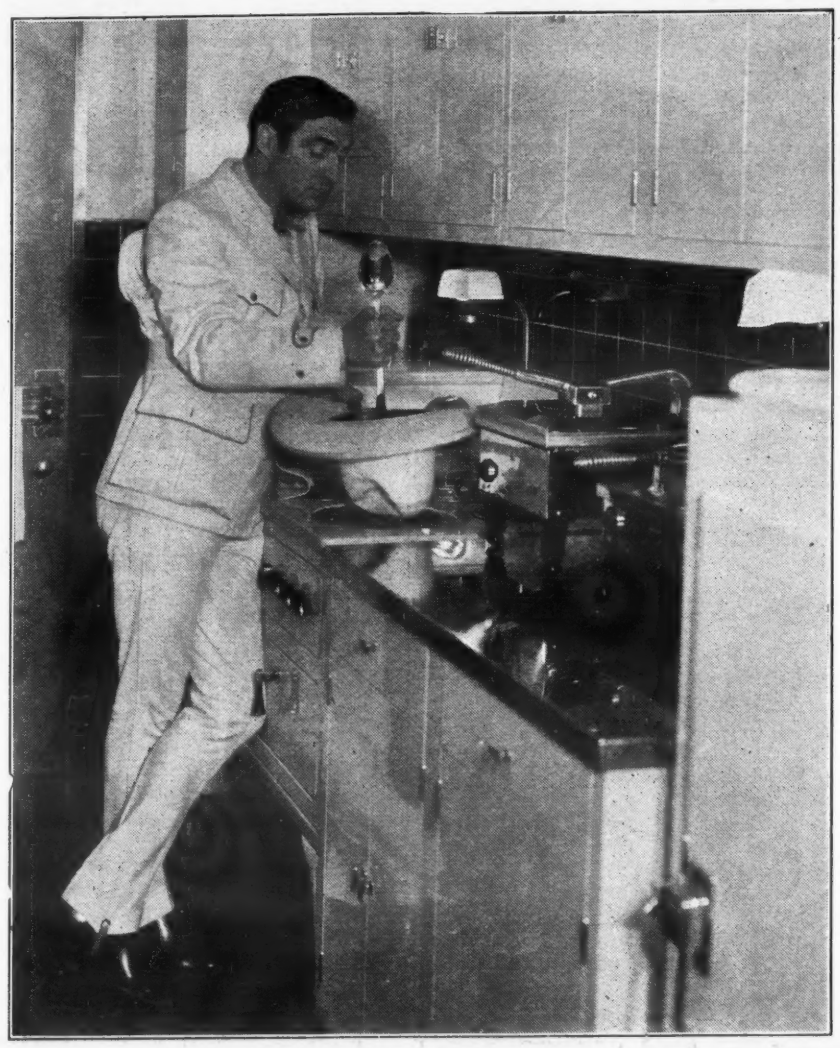
The Wilmington, Del., bureau has picked March 29 to April 1, inclusive,

(*Concluded on Page 15, Column 4*)

Lipman Moves Offices To Engineering Bldg.

CHICAGO—Offices of the Lipman Patents Corp. have just been moved to room 2016 Engineering building at 205 W. Wacker Drive here, according to C. E. L. Lipman, licensor of the hermetic compressor used on Majestic electric refrigerators.

Tom Mix Does Some Mixing



Several hundred thousand persons inspected the kitchen shown above as it traveled across the country on the G. E.-Warner Bros. special train.

LEITNER INTRODUCES SERVEL-COOLED BAR

CHICAGO—Anticipating the market for beer-cooling equipment which will follow repeal of the eighteenth amendment, M. Leitner & Co. of this city is introducing a new "Port-A-Bar" refrigerated dispensing unit for cooling bulk and bottled beverages.

During the Club Managers' convention at the Hotel Sherman here last week, the Leitner organization together with the Manitowoc Products Co., makers of Kingsbury beverages, demonstrated operation of the equipment in the Four Georges room of the Sherman.

Mounted on six rubber-tired casters to make it portable, the Port-A-Bar stands 40½ in. high, 90 in. long, and 29 in. wide. Refrigeration is provided by a ⅓-hp. air-cooled condensing unit in-

(*Concluded on Page 12, Column 5*)

March 22 Issue to Contain Complete Specifications

An important service to readers of Electric Refrigeration News this month will be the Specifications Issue of March 22. Detailed technical data on current models is now being collected from all manufacturers. Since the Specifications Issue of last year was sold out within a few days after it came off the press, please get your extra copy orders in early. Price 10 cents per copy. Send cash or stamps with order.

Telegram

Cincinnati, Ohio
March 7, 1933, A.M. 10:32.

Electric Refrigeration News:

Following dayletter sent distributors quote: After reading Presidents proclamation we are completely reassured as to future. We are continuing manufacture and make shipments of Crosley merchandise with firm conviction that it is only matter of few days until perfected banking arrangements will be in effect. Look forward to complete restoration of confidence sadly lacking for past three years with it tremendous stimulation to business. Glad establish even more liberal line of credit to our distributors including shipment refrigerators for time being 30 days trade acceptance to accounts maintaining reasonably satisfactory credit relations. Urge you maintain good stock. Telegraph orders so we may anticipate material purchases.

Powel Crosley, Jr.

6 Machines Added To Commercial Line by G. E.

CLEVELAND—The introduction of six new commercial condensing units to its line, and the extension of the line of "Conditioned-Air" chilling units to eight models, enables General Electric to furnish "Conditioned-Air" refrigeration for all designs of display cases, service refrigerators, and walk-in coolers, according to Walter E. Landmesser, manager, commercial refrigeration department.

A complete service in finned coils and ice making and immersion type

(*Concluded on Page 13, Column 1*)

GRUNOW INTRODUCES LINE AT DEALER CONVENTIONS

By Elston D. Herron

DETROIT—Seventy-five Michigan dealers and prospective dealers of Grunow electric refrigerators met in the ballroom of the Detroit Leland hotel here March 2 to see and hear three factory men present the Grunow line. Visiting dealers were guests of the Specialties Distributing Co., Michigan Grunow distributor.

H. C. Bonfig, sales manager, gave the dealers facts concerning the Grunow Corp., and discussed the Grunow franchise proposition. Dr. J. D. Jordan, factory engineer, explained all mechanical features of the Grunow unit.

Jimmy Davin, sales promotion man-

(*Concluded on Page 15, Column 3*)

1933 FRIGIDAIRE SHOW PREVIEWED BY DISTRIBUTORS

4 Teams Will Present Line at Series of Field Meetings

DAYTON—Here in the city where John H. Patterson first proved the value of showmanship in business, Frigidaire factory men on March 3 revived the tactics of the old sales maestro when they presented Frigidaire's 1933 plans to distributors, factory branch managers, and distributor salesmen from the entire country.

The distributors' meeting and preview was in the form of a dress rehearsal for the series of dealer meetings to be held in 36 distributorships during the next three weeks.

From the color of the stage curtains to the closing words of the speakers, the eight-hour meeting was held exactly as it will be staged at the dealer meetings.

Four demonstration crews, each traveling with a baggage car full of stage properties, left the day after the distributor convention for different sections of the country.

Sound pictures, dramatic skits, and scores upon scores of charts, graphs, and broadsides were used to introduce the 1933 plans to the distributors and factory branch men. For every point made by speakers, there was some means of illustration used to impress the point visually on the audience.

In his introductory address made

(*Concluded on Page 10, Column 4*)

FLEETWOOD CO. TO MAKE CARBA HOUSEHOLD MODEL

PHILADELPHIA—Using solid CO_2 for refrigeration, the Carba household refrigerator is now being marketed by Fleetwood Sales, Inc., of this city, according to W. B. Sechrest, vice president.

This company will handle sales of household and commercial refrigerators manufactured on the Carba design by Fleetwood Craftsmen, Inc., Fleetwood, Pa., under a licensing arrangement with the International Carbonic Engineering Co., Kennett Square, Pa., owner of the American rights to European Carba patents.

Another Carba refrigerator using solid CO_2 is the small counter display case which is already in production under the above manufacturing and sales arrangement.

As explained in the Sept. 21 (1932) issue of ELECTRIC REFRIGERATION NEWS,

(*Concluded on Page 12, Column 4*)

MOVIE STARS HELP DRAW CROWDS TO G. E. MEETINGS

CHICAGO

By George F. Taubeneck

CHICAGO, Feb. 28 (Tuesday)—Tens of thousands of Chicagoans swarmed around the elaborate showroom of R. Cooper Jr., G. E. distributor here, Tuesday noon when the junketing Warner Bros. film stars broadcast greetings to the city from the floor of the palatial establishment. Traffic was blocked in two streets by the milling multitude.

The gold-and-silver-leafed "42nd Street Special" train pulled into Chicago's Union Station at 11 o'clock Tuesday morning on its transcontinental tour, and the stars appeared on the observation car platform to wave and smile at the crowd gathered there before being motored to the Cooper showroom.

Joe E. Brown acted as master of ceremonies and introduced Bette Davis, Laura LaPlante, Doris MacMahon, Shirley Ross, Leo Carillo, Christian Foster, and other members of the party—all of whom were exhibited later at the Cooper broadcast party. Policemen worked hard holding back the crowds at both places.

In the afternoon the stars appeared at the Cooper dealer meeting in the Chicago Civic Theater. Housing 960, this theater was filled to capacity by members and affiliates of the Cooper organization.

Paul Dow, G. E. district representa-

(*Concluded on Page 10, Column 3*)

TOLEDO

TOLEDO, March 1 (Wednesday)—Biggest turnout to geet visiting celebrities in the history of Toledo occurred March 1 when more than 75,000 persons engulfed the General Electric-Warner Bros. "42nd Street Special" trainload of movie personalities.

Veteran Toledo newspapermen attest to the fact that never before have so many Toledoans gathered to meet a train or watch a parade.

Because of difficulties at the Willys automobile plant, police protection was inadequate, and it was with extreme difficulty that H. G. Bogart, Jr., G. E. distributor here, was able to convey his Hollywood guests to the Hotel Commodore Perry.

Headed by a band, Mr. Bogart's

(*Concluded on Page 10, Column 3*)

CLEVELAND

CLEVELAND, March 2 (Thursday)—Best arranged and most orderly reception for the G. E. Hollywood train, and most neatly managed of the dealer conventions, took place here March 2 under the direction of the Cushman-Willis Co. and General Electric headquarters men.

The picture stars were police-escorted through a well-behaved crowd from their special train to the Cushman-Willis showroom, where they broadcast their little program which has been heard and seen by countless thousands during the transcontinental tour of the troupe.

Select prospects were admitted by card to the showrooms to see the stars in person; and half an hour after Tom Mix, Leo Carillo, Laura LaPlante, Bette Davis, and their gang had left the place, interested women were listening to G. E. refrigeration presentations in the showroom.

Shortly after 1 o'clock more than 400 dealers and salesmen—many of them from the Bogart Toledo distributorship—convened in the Little Theater to see the G. E. road troupe (M. F. Mahony, Earl Norling, Jean DeJen, Malcolm Bard, and cast) stage the dramatized presentation of the 1933 G. E. refrigeration line and the all-electric kitchen (see Feb. 22 issue of ELECTRIC

(*Concluded on Page 10, Column 3*)

PITTSBURGH

PITTSBURGH, March 3 (Friday)—Largest crowds Pittsburgh has seen since the return of the American Expeditionary Forces from Paris thronged the streets here today to see the Hollywood stars on the General Electric-Warner Bros. "42nd Street Special" train. Ochiltree Electric Co., G. E. distributor, played host to the visiting celebrities while more than 200,000 craned their necks to see.

After a parade behind two bands through packed mobs which were restrained only with violence by an alert police force, the visitors broadcast from the Horne department store.

In the afternoon they appeared at the Ochiltree dealer meeting, which was attended by more than 1,500 salesmen and dealers from Pennsylvania and West Virginia.

The G. E. barnstorming troupe under

(*Concluded on Page 10, Column 3*)

WASHINGTON

WASHINGTON, D. C., March 4 (Saturday)—Although somewhat overshadowed by the real show of the day and the biggest show of the guadrennium—the inauguration of President Roosevelt—the trainload of movie celebrities brought across the continent by General Electric and Warner Bros. attracted big crowds this morning when they paraded to the showrooms of the National Electric Supply Co., Washington G. E. distributor.

Escorted by an American Legion band hatted with shining tin helmets, a squadron of motorcycle cops, and a retail of Western Union messengers, the stars and starlets were driven from their special train to G. E. showrooms in an orderly fashion and to the accompaniment of considerable cheering.

C. L. McCrea, head of the Washington G. E. refrigeration distributorship, was in complete charge of the program. He had prepared everything in advance so thoroughly that there was not a single hitch in the proceedings and, for the first time on the trip, the program moved exactly on schedule.

NEWS OF DEPARTMENT STORE SALES PLANS FEATURED IN THIS ISSUE

BY GEORGE F. TAUBENECK - - -

A President is Born

Not since the inauguration of Abraham Lincoln has an incoming President of the United States faced so serious and foreboding a situation as that which confronted FRANKLIN D. ROOSEVELT when he began reading his inaugural address last Saturday—the last time a President will be inducted into office on a March 4 (January 20 is the new date).

The morning had begun clear and sunlit. Special trains, busses, and legions of automobiles from the 48 states disgorged their occupants—all come to witness the first hand of The New Deal. An atmosphere of carnivality, of 4th of July and Memorial Day, was pregnant in the morning air.

Flashed then the news that banks in the nation's supposedly impregnable financial center had closed, and with them the New York stock exchange. Almost as if by signal the sun disappeared, it grew colder, and there were hints of snow.

Some 120,000 grim and hushed spectators—add three ciphers and you'd arrive at the nation's total population—stood waiting in front of the capitol building for the new President to give evidence of the leadership to come. Small boys perched in trees like blackbirds. Atmosphere was both reverent and ominous.

Fully aware of the nation's struck-dumb, crushed mood on that morning, FRANKLIN D. ROOSEVELT had prayed for Divine Guidance at historic St. John's Episcopal Church before going down to take the oath—a happening unprecedented in inaugural history.

His speech, which indicated that he had courageously accepted the day's challenge and was prepared even for dictatorship, was received in deep silence by the multitude.

The mass feeling was as an ocean—mighty, deep, silent, impassive.

* * *

Tom Mix, Al Smith

Dressed in white and mounted on a slowly revolving merry-go-round float, the dozen and a half Hollywood beauties off the Warner Bros. lot were easily the most colorful spectacle of the inauguration parade—which contained, we were told, 25,000 marchers, and was witnessed by 200,000.

But it was TOM MIX and AL SMITH who stole the show.

Riding King, son of the famous Tony, Tom was even more striking than the parade's Indian horseman, who demonstrated his imperviousness to the chill weather by dressing only in feathered head-dress and G-string.

On Tom's shirt front was embroidered an American flag. On his head rested a wide sombrero. Silver and diamonds glittered in his ensemble. A sea of small boys surrounded him, including a detachment of uniformed Boy Scouts who deserted their posts to follow the hero of America's youth.

AL SMITH marched on foot in the front row of the Tammany delegation, his face red from the long walk. The only real cheering of the entire day came when he hove into view.

It was a magnificent demonstration of sportsmanship, unduplicated in American history. Here, paying homage on foot, was the man who had felt (with more than a measure of justification) that it was he who should have taken the oath of office that afternoon.

Of a highly emotional day, this was the climax.

* * *

Debunking the Ball

All the illusions we had entertained about the grandeur of an Inaugural Ball were as splintered as an airplane smash Saturday night.

Here's the picture:

Between 6,000 and 8,000 perspiring people, dizzy from the bad air, milling about two floors of the barnlike Washington auditorium . . . top floor wooden, bottom floor concrete, both floors sticky and resistant to dance steps . . . Orange drink concessions, with candy, chewing gum, but no peanuts . . . gum wrappers, stamped-out cigarettes, empty cigarette packages, and miscellaneous refuse littering the floor . . . tiers of improvised check rooms behind wooden bars, resembling a prison cell row . . . in the center of each floor a raised platform for seating two alternating orchestras . . . Guy Lombardo, Rudy Vallee, Eddy Duchin, and Paul Specht striving valiantly to combat the fierce acoustics and unseemingly clatter of the two auditorium floors . . . spectators' boxes labelled with wooden signs naming the boxholders, signs precisely like those which designate the various caged animals in a zoo or circus sideshow . . . mass dancing which lacked well-defined currents of movement, so that couples were continually bumping and biffing.

It was like a Ward 14 Gala Night, or a St. Patrick's Day Ball of Carpenters Local No. 113.

* * *

Colossal Stunt

Favorite adjective of pre-banker Hollywood was, we are told, "colossal."

We're going to borrow it from the Moes and Isadores of that period and apply it to WALTER DAILY'S latest publicity stunt—the General Electric-Warner Bros. special train which has been crossing the continent to advertise the G. E. kitchen and the new picture, "42nd Street."

Your correspondent boarded the train at Chicago, and rode it through to Washington, D. C. It winds up in New York City March 11.

As you can see by the *en route* stories beginning on page 1 of this issue, this train and the movie personalities who are on board have attracted tremendous crowds wherever they have stopped.

And while a great portion of these crowds have been merely curious, several hundred thousand actual prospects for electric kitchen equipment passed through and examined the complete G. E. kitchen on the train.

In many cities G. E. distributors held their dealer meetings on the day the train hit town. The stars appeared on the program. By advertising the attraction in advance, the distributors drew record turnouts for their meetings.

While it all may sound like an expensive lark, the fact of the matter is that the trip was a highly successful business venture for both Warner Bros. and General Electric products.

In every city thousands of radio listeners and show attendants heard famous filmfolk endorse General Electric products. Newspapers ran photographs of lovely ladies using the G. E. kitchen.

Any advertiser will tell you the value of testimonials. Here were testimonials in the flesh.

The special train was covered with gold and silver foil, and bore huge electric signs, "General Electric Kitchen" and "42nd Street," running the entire length of the train.

In addition to the neat, compact G. E. kitchen (including range, refrigerator, dishwasher, percolator, toaster, clock, radio, ironer, and whatnot) there was a Malibu Beach car fitted with beach furniture, a sand floor, G. E. sunlamps, beach-scene murals, a piano, and public address equipment. Great place.

In the baggage car were installed powerful sun arcs—or Hollywood lights—which cast airportish vari-colored beams into the night skies.

Over short wave, radio programs were broadcast from the train. Special generating equipment was installed to provide current for the kitchen and the electric signs.

* * *

Ribbon of Happiness

LEO CARILLO calls this train "a ribbon of happiness across a bewildered nation."

On the morning it reached Indianapolis the banks there were closed. The same thing happened the day the train arrived at Toledo. In both towns it served to distract the attention of the populace from their troubles.

Elsewhere it not only spread sunshine, but demonstrated that two mighty corporations — executives of which should have the inside picture of what's happening if anybody has—have sufficient confidence in future buying power to invest the tremendous sum necessary to move that train across continent in hopes it would bring back manifold returns.

The stars realized the importance and seriousness of their task, and went at it earnestly. They played scarcely at all during the trip.

Arising in the morning to greet crowds from the observation platform, they were doing their stuff until 10 o'clock every night, whereupon they returned to the train and went to bed. There was practically no drinking.

After the train had left Indianapolis, GOVERNOR McNUTT of Indiana wired: "Through a cloudy atmosphere your party has sent the brightest ray of sunshine the state of Indiana has received this year. Our sincerest thanks and gratitude to you for your timely visit."

In days of yore your correspondent—both as a player and as a sports writer—has taken scads of train rides and junkets with similar cohesive parties.

These athletes, both amateur and professional, were business-like and serious. Their places in the sun depended on their winning games, and on the trips they trained righteously and religiously.

Yet none of the teams we traveled with kept the rules and conserved their resources and confined their attentions to the business at hand more closely than the "42nd Street Special" party.

* * *

En Route

In Chicago we were entertained royally by the R. Cooper Jr., Inc., contingent. DICK COOPER, himself, had arrived that morning after a protracted stay in Florida, and exhibited his trademark mustache and his ingratiating smile framed in some of the swellest oxblood tan you ever lamped. Only LEO CARILLO could match that complexion.

Messrs. ROOD, GIFFORD, CLOUD, NIDES, DUNCOMBE, and Miss NOONE were also among those who helped make the day and night a merry one.

P. B. ZIMMERMAN, MIKE MAHONY, PAUL DOW, WALTER LANDMESSER, FRANK CORLISS, MALCOLM BARD, and JEAN DEJEN were among the Clevelanders there.

Tuesday night in Chicago was farewell night at College Inn of the Hotel Sherman for BEN BERNIE, Th'old Maestro, and all the lads. The "42nd Street" gang, which had previously appeared on the stages of the Avalon and Chicago theaters that evening, attended as guests of honor.

It was posilutely one of the grandest shows your correspondent has ever witnessed. Smart, comfortable CAROL FRINK, movie and dramatic critic of the Herald-Examiner, sat across the table, and indicated she was equally impressed—in case you won't take our word for it.

In addition to our own group's entertaining talent (SHIRLEY ROSS'S singing drew a tremendous hand, as did LEO CARILLO'S impersonation of an Italian attempting to hold a phone conversation with the director of a morgue), there were FIFI D'ORSAY, LITTLE JACKIE HELLER, JOE E. BROWN, WILLIE HOPPE, and the greatest showman of them all, TED LEWIS. Ted was assisted by his smart pickaninny stooge, who practically broke up the show.

After it was all over and we were stretched out on beach chairs in the Malibu Beach car, SHIRLEY ROSS declared that it had been the happiest night of her life. And she meant it.

If you recall having seen newsreels of Lindbergh's welcome in New York following his solo flight to Paris, you may have some idea of the reception the party received in Toledo. Chief difference: the New York crowd was held in check by police.

Trouble at the Willys automobile plant that morning kept most of Toledo's force away, and the result was that many of the girls were thoroughly frightened by the time they reached the hotel.

TOM MIX rode King (Tony, Jr.), his horse, at the head of the parade, as is his custom, and as he has done on innumerable occasions.

He is used to have idolizing small boys tag along, holding to stirrups and the like. But in Toledo he ran into a couple of new ones.

First there was the boy who walked backward for blocks, directly in front of the horse, never taking his eyes off Tom. Had he tripped, the horse undoubtedly would have stepped on him.

And then there was the boy who hung onto King's tail until warned away.

Distributor H. G. BOGART, JR., and his wife, who are two of our favorite people (we flew from Miami to Havana together last winter) were official hosts. Mr. Bogart's aerocar kitchen coach drew a flock of visitors, as did the G. E. kitchen on the train.

R. T. CARRITHERS, "BO" BOGART'S right-hand man, was as busy as a lone cop in a hunger riot.

Sharing with the banks the front pages of all Toledo newspapers was the arrival of the picture people. A number of reporters boarded the train at Wauseon down the line a piece, and busied themselves photographing the girls and asking them stumper questions. One of them, a colyumist named SAUNDERS, wore a Phi Bete key. When he found I had one, too, he was totally overjoyed to know that someone else there had read a book.

Although the stars were scheduled to rest in the afternoon, crowds stormed the Bogart showroom, bruising the displayed equipment, until the always handy DORIS MacMAHON came down and sang "I'm Young and Healthy." That satisfied them, and soon all filed out but ZAKE CARRITHERS' grade A prospects.

Mr. and Mrs. BOGART were passengers on the train from Toledo to Cleveland. Next morning at the arrival in Cleveland, Mrs. Bogart was sitting in the Malibu Beach car with several of the movie people when DAN WILLIS, Cleveland and Akron distributor with F. H. CUSHMAN, came through.

Mr. Willis was looking 'em all over carefully, and recognition lighted in his eyes when he saw Mrs. Bogart. He whispered to his companion: "There's one star I recognize, I've seen her in lots of pictures. Who is she?"

Mrs. Bogart is still laughing.

Had dinner in Cleveland with Mr. Willis and P. B. ZIMMERMAN, manager of the G. E. specialty appliance department.

Mr. Zimmerman told us that for years he had traveled through every state in the union annually. Has one month of the year (a winter month in California or Florida) with his family. Rest of the time, just pot-luck.

Talked also with GEORGE CHAPMAN, CEDRIC SMITH, FRANK CORLISS, and EDWINA NOLAN of the G. E. headquarters force.

The stars and starlets arose at 6:30 Friday morning in order to appear on the platform when the train stopped at Youngstown, Ohio, home town of the Warner brothers.

To avoid the crowds around the Horne department store, where the stars broadcast Friday in Pittsburgh, the entire party was lowered to the back entrance in a freight elevator.

A sustaining rope broke during the descent, dropping the elevator and the entire party four and one-half stories before a safety device stopped the precipitate fall.

Distributor C. L. McCREA of National Electric Supply Corp. boarded the train when it pulled into Washington, and personally supervised preparations for escorting the party to his showrooms and making them comfortable during their two-day stay in Washington.

Returning from the inauguration ceremonies at the capitol building early Saturday afternoon, Mr. and Mrs. McCrea and the writer waited in vain on no less than *eight* successive street intersections for a cab. After an hour of this we walked the many blocks to the reviewing stand.

Saturday night three of the Warner brothers gave the party a dinner in a private banquet room of the Ambassador hotel. They were charming and accomplished hosts. Dandy extemporaneous entertainment was provided by JOE E. BROWN, LEO CARILLO, HARRY SEYMOUR, LYLE TALBOT, SHIRLEY ROSS, LOIS JANUARY, and DORIS MacMAHON. TOM MIX made a remarkable from-the-heart speech which contained, among other epigrams, this gem:

"Those who complain that their lives haven't been beds of roses probably have never planted any roses."

* * *

Dramatis Personnae

Here we've spent all this time talking about the train and the trip without telling you just who the distinguished passengers are. WALTER DAILY, sales promotion manager of the General Electric specialty appliance department, is (in conjunction with the Warners' astute and competent MR. SULLY) head man on the train. And what a strain that man labors under!

Everybody, for that matter, has been dog tired for days. Riding every night on a sleeper for almost three weeks would make almost anyone goffy, dizzy, and dingbat.

Add to that the wear and tear of three or four personal appearances a day—stretched from morning until nearly midnight, and at which the stars are expected to look their loveliest—and you may get an idea of how bushed the party is.

Of men there are LYLE TALBOT, LEO CARILLO, TOM MIX, JOE E. BROWN, PRESTON FOSTER, HARRY SEYMOUR, and BILL RAY.

Girls include LAURA LaPLANTE, BETTE DAVIS, GLENDA FARRELL, CLAIRE DODD, ELEANOR HOLM, TOBY WING, SHIRLEY ROSS, LOIS JANUARY, DORIS MacMAHON, MARY DEES, BARBARA ROBERTS, ROSALIE ROY, EVELYN WISE, VIRGINIA DABNEY, AZALEE CECIL, SUE RAINEY, and ALICE STOMBS.

Because hundreds of General Electric men have seen these people and talked with them during the last fortnight, and because practically all of the readers of this kolyum either have or will see them on the screen, we'd like to tell you a little about each one.

* * *

Tom Mix

Certainly TOM MIX is one of the best-known and best beloved men in the world. Nonpareil among the cowboy actors, he has probably appeared in more pictures than any star now in Hollywood.

Black hair, extraordinarily black and straight. A plains-burned skin, tough as the saddle on which he rides. Strong features, rugged as a profile cut out of a mountainside by nature's erosion. An abundant good humor and willingness to serve.

When one of the youngsters on the train began to show premature signs of developing a Temperament, Tom evinced the only wrath he indulged in during the trip.

"Kid," he bored in, flailing hard verbal lefts to the midriff and rights to the face, "what you need is some really tough going. For years I lived on $30 a month or less, and the only way I could change my shirt was to trade with somebody else.

"Here you are with more clothes than you can use, a swell train to ride in, plenty of good food, friends—why you ought to kneel down and pray your thankfulness to the Good Lord for his kindness to you!"

Tom was a cowbody, honest-to-John variety, until he was almost 30. After capturing first honors at several rodeos, he was sought by movie producers. He liked the work—and the money!—and has been at it ever since.

He thought he was all alone in the world until the films made him wealthy, he opines. And now, he declares, he has more relatives than a starfish has children, and more funny-looking relatives than any man in the world. Whenever Tom sees a complete goof walk up with a toothy grin and one limp paw out in front, Tom knows he's going to say: "Howdy, cousin!"

Kids follow him everywhere. Tom likes that. Likes children. Has two of his own: a girl, 20, and another girl, 11.

"If I live to be a thousand years old, and ride for kids every day, I'll never repay my debt to them. They made me a bigger and richer man than I could ever have made myself."

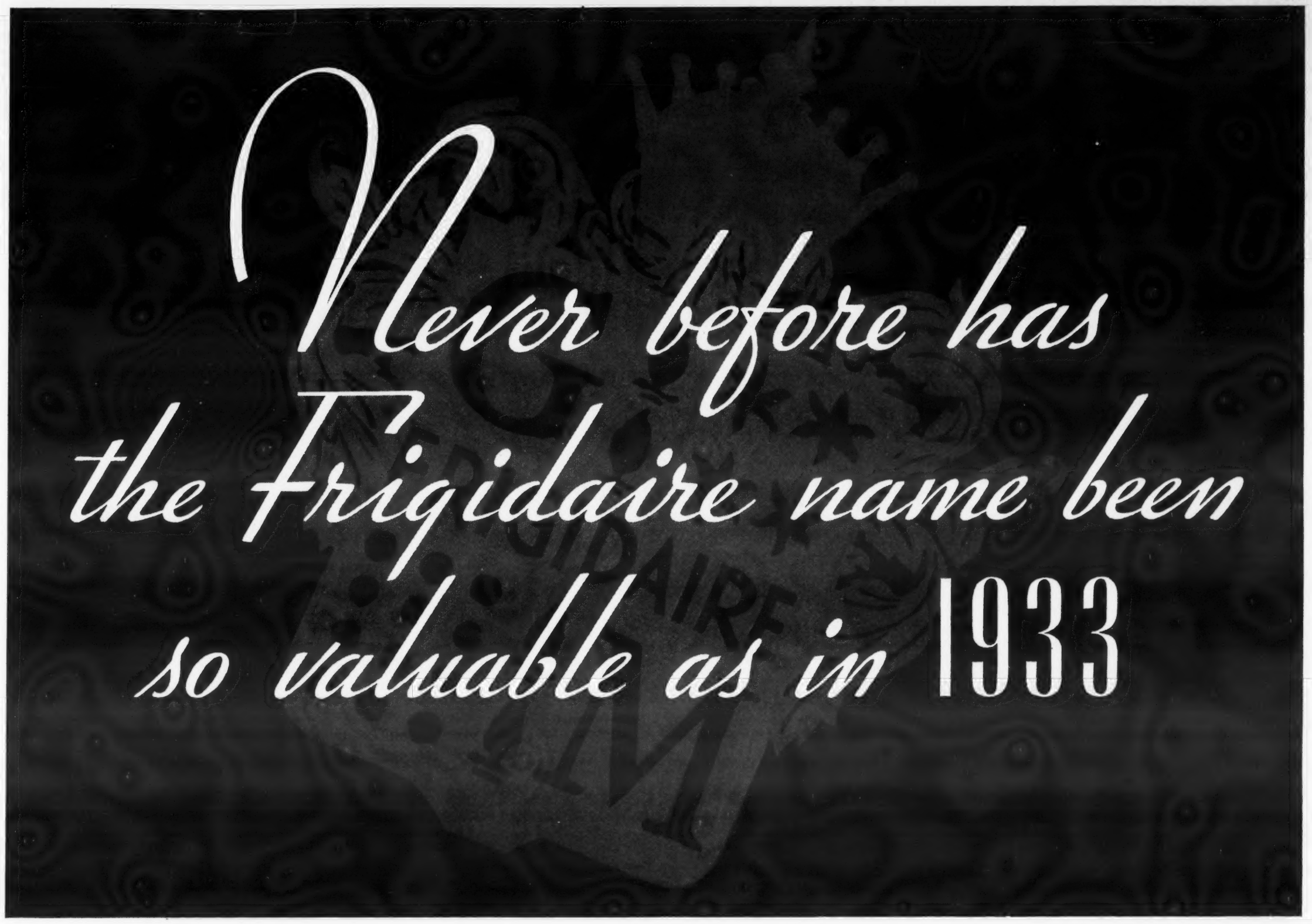
Tom is proud of the fact that none of his pictures have ever shown him smoking, drinking, or gambling.

He signs dozens of autograph

(Concluded on Page 4, Column 1)

Farrell-y Swimming in Flowers

GLENDA FARRELL and ELEANOR HOLM (see page 4).



AND NEVER BEFORE HAS FRIGIDAIRE OFFERED DEALERS SUCH EFFECTIVE, LOCALIZED SELLING HELP

This is a year when values will be weighed more carefully than ever. The public, weary of "bargains" in various lines of merchandise that turn out to be costly, will be influenced by names that stand unquestionably for quality and dependability as well as value for the money.

Such a name is Frigidaire. For seventeen years Frigidaire has been the recognized leader in the electric refrigeration field, and its overwhelming public preference is proved by the fact that Frigidaire has been the choice of a million more buyers than any other make of automatic refrigerator.

In 1933 this preference for Frigidaire will be invaluable to electric refrigerator dealers and salesmen.

And in 1933 Frigidaire is prepared to offer intensified cooperation with dealers on a scale never attempted before.

To Department Stores Frigidaire offers a special sales plan which is the result of a year's experience in working closely with department store executives. This experience has given us a viewpoint that few manufacturers possess. We know the problems of Department Stores. We have seen sales plans fail and succeed. We know what is required to produce volume and profit.

Likewise Frigidaire offers the public utility company an individualized sales service that is designed to fit the needs of each particular company—and a series of basic plans that have been proved successful in actual use.

And for the many other dealers who sell electric refrigerators Frigidaire has special localized sales plans and a variety of selling helps that are the result of many years of close association with those dealers and a sympathetic understanding of their questions and requirements.

Wouldn't you like to know how other dealers have answered the many problems that faced them? Can electric refrigerators be sold "over-the-counter?" Does it pay to carry more than one line? What kind of advertising pays best? What type of sales organization is necessary? How should salesmen be rewarded?

These questions . . . and scores of others . . . are answered from our rich experience. We shall be glad to explain our special plans to any refrigeration dealer or store executive. Just mail the coupon today. Frigidaire Corporation, Subsidiary of General Motors Corporation, Dayton, Ohio.

FRIGIDAIRE
A General Motors Value

FRIGIDAIRE CORPORATION,
Subsidiary of General Motors Corporation,
Dept. M-215, Dayton, Ohio.

We are interested in details about Frigidaire's Franchise and special selling helps.

Name..... Position.....

Name of Store.....

Address.....

BY GEORGE F. TAUBENECK - - -

(*Concluded from Page 2, Column 5*)

books a day, and always keeps the pencil. He has a collection of pencils running high into the thousands. Wears an eight-gallon hat, a diamond-studded belt, embroidered shirts, whipcord jackets, and silver spurs. Is an intimate of princes and presidents, of kulaks and kings.

* * *

Laura LaPlante

Lots of friends of this kolyum like to make much of his weakness for blondes. Well, boys, the secret's out. It's all caused by the thorough conditioning he has received seeing and reseeing pictures in which blonde Laura LaPlante has played.

She's been our S. P. since our brash collitch poy days; and now that we've spent some time near her, we're damned proud of our taste.

Watch her in repose—reading *Vanity Fair* or *House Beautiful*—and you

wouldn't find it hard to imagine that she had been chiseled out by a great sculptor who had desired to create ideal beauty — beauty measured geometrically and drawn to scale. But when she looks up, you forget immediately her sculpturesqueness, her entirely correct tailoring and grooming. Life Begins the moment those violet-ray eyes turn upward.

Quiet, natural, poised, with a well-modulated voice and a modest demeanor to match, she is one of the most unaffected, unself-conscious persons you'll ever meet.

Hobby: boating. Had a power boat; now shopping for a sailboat.

Natural as an apple-blossom, fresh as a daisy, distinctive as a poinsetta, and lovely as a rosebud, she . . . but you finish it. My heart's thumping too fast.

Happily married to busy Director SEITER, 28 years old and looking 23, she is about to voyage alone to Europe. Thus proving her the rarest specimen of Personalita Cinematica extant—a film player who can be happy alone, in her own company.

* * *

Leo Carillo

Best and most earnest salesman in the crew is LEO CARILLO.

You've seen him in many gangster roles, in Italian character parts, and in rough-diamond personifications. But

if you haven't heard him exhorting a bunch of dealers and salesmen in a distributor's convention, you have missed something, pal, you have missed something. Sincere about it, too. And wholehearted—vehemently so. Says he is working not only for General Electric, but for "the general morale of the country."

"Everybody," he maintains, "should work together for better business. Selfishness and working only for ourselves put us in this mess; working for each other will get us out.

"If I can inspire a bunch of salesmen to go out and sell more refrigerators, there'll be more people with money to spend to see me play in pictures.

"We need to regain what we lost in the Great Spree of 1929—the human touch."

(Which reminds us that we get that human touch—a nickel for a cuppa cawfee—on almost every city street corner today.)

Leo tells a grand depression story:

Walking along one evening he met an old friend hurrying toward a bridge.

"Where you going, Tony?"

"To da river. Too mucha depresh."

"Oh, why don't you wait till tomorrow, so we can talk it over tonight? What's your hurry."

"Gotta go tonight. Tomorrow night, no room."

Leo comes from one of the oldest families in California. His direct ancestry dates far back to the old Spanish Missions, and beyond. And Leo himself is the personification of that old human emotion—love. His affection for his associates—and for mankind—is at once broad and intense. He comes very close to being a genuine altruist.

Bette Davis

Bette comes from Boston. You know it at once by her Back Bay accent. So does HARMON NELSON, JR., her recently acquired husband. They met at Cushing Academy seven years ago, and have been sweethearts since then. He's a nice, quiet boy. Bette is a nice, lively girl.

Probably wouldn't weigh 100 pounds soaking wet. Nervous, fragile, but sturdy nevertheless. Her blonde hair has a trademark (strictly her own) coiffure but we shan't attempt to decipher it. You've seen it, anyway. Playing with the distinguished GEORGE ARLISS in "The Man Who Played God," she picked up the Arliss meticulousness in framing words.

Both Bette and Mr. Arliss speak after the same fashion that a pitcher tosses a fast one over the plate—first a wind-up, the pitch, and then a follow-through, all done in a split second. The words are hurled, and find their mark always.

Has a big, ringing, clear voice. Which is as surprising as her brave, challenging approach to the world. You'd expect demure, retiring shyness. But no. She knows what she wants, where she is going, and is getting there fast. Watch her.

Most important feature is that pair of moonburst eyes. They are quite probably the biggest blue eyes in the world. If she's in a roomful of people (at least 40) and lifts those long lashes, you'll feel an electric shock, and you won't be able to see anything else.

Bette was WALTER DAILY'S best performer, if we except LEO CARILLO. Never did she get up to say her piece without mentioning the General Electric kitchen. Three testimonials a day, after each meal. Shake well before using.

* * *

Lyle Talbot

Sole eligible young man on the train was LYLE TALBOT, new "find" as a leading man. On the stage all his life, he has been in Hollywood but a year, yet is familiar to showgoers all over the land.

Handsome as hell. And as likeable as a collie. Instantly enthusiastic. Warmly appreciative. Human, responsive, sincere.

Sorry to disappoint all the distributor's daughters who went agog just at the sight of him, but he's quite happily married to KIT MELCHIOR, former musical comedy star. Mr. and Mrs. Talbot, incidentally, are close friends of FRANCES STEVENS, about whom this kolyum effused in the Feb. 22 issue. Wish could spend more space on this interesting young man, and on some of the absorbing talks we had. He is intelligent, alert, and with decent breaks should go far.

* * *

Joe E. Brown

There are some natural comics whose full range of humor can never be captured by cameras and sound-recording systems. JIMMY DURANTE is one of these, JOE E. BROWN is another.

When Joe joined the train at Pittsburgh, the whole atmosphere changed. Previous attempts at clowning and horseplay had fallen as flat as a beer gag at a W.C.T.U. convention. But where Joe was, laughter was. One can't write adequately of so bubbling a buffoon as Joe, because cold print has even more limitations than sound films. But maybe you'll take our word for it that Joe is even funnier off the screen than on, and that his spontaneous clowning is matchless. He is perhaps the best M. C. (master of ceremonies) now in captivity.

If, as LEO CARILLO said so many times, "this train is a Gesture of Confidence to a bewildered nation," then JOE E. BROWN was a Jester of Eminence to a fatigued troupe.

* * *

Eleanor Holm

As you probably know, ELEANOR HOLM is the world's champion woman backstroke swimmer. She won the title at the 1932 Olympics in Los Angeles.

Producers saw her out there, were struck by her flashing darkness, neat features, and lively pertness, and signed her up on a seven-year contract.

At her parents' summer home (she comes from Brooklyn) she learned to swim early. At 13 Eleanor was winning meets; at 15 she placed third in the 100-meters backstroke at the 1928 Olympics in Amsterdam.

Doesn't look like a swimmer. Slight, trim, poised, birdlike—instead of broad, barrel-chested, and bovine. Looks more like a *premiere danseuse.*

Only 19, she seemed the most sophisticated, I've-been-around-girl in the party. Talks intelligently—and volubly—on the subject of athletics. Was in the 1931 "Follies." Travels with her austere, modishly dressed sister, Marion.

Miss Holm is the youngest of five sisters, and has a good many of the marks of the baby of the family, including a what-the-hell-ness and a sense of assurance.

* * *

Glenda Farrell

With GLENDA FARRELL'S work you are undoubtedly acquainted. She has played major roles in so many pictures during the last several months that her face and strong voice should be familiar to many readers. Was imported by Hollywood from the New York stage last year.

Usually she's a tough gal (in pictures) — smokes, chews gum, talks from mouth corners, acts emotion-drained. But don't let it throw you. She's really a nice young woman. Has a six-year-old boy for whom she was manifestly lonesome during the trip.

Had a long talk with her one morning about the financial sitcheeayshun, during which she demonstrated a grasp of fundamental economic problems, and a certain canniness about money and its meaning which you find in a woman about as seldom as you find the urge to go fishing.

* * *

Foster, Seymour, Dodd

Among the other featured players on the train are PRESTON FOSTER, HARRY SEYMOUR, and CLAIRE DODD.

Mr. Foster you may remember as "Killer Mears," and in other gangster roles. He assures one, though, that he doesn't go around pushing old ladies into the street, or sticking pins in ducks.

Two inches more than six feet tall and weighing over 200 pounds, Foster was built when meat was cheap. He looks like a heavyweight contender—and much more able than today's crop of phoney pretenders to the throne.

Has a deep bass voice which rolls out "Old Man River" majestically. Plays the piano, but is a he-man to the core.

On the train between Toledo and Cleveland the writer was working under a sunlamp in the Malibu Beach car about 2:30 a. m., when the train stopped at a siding and was switched around a bit.

Foster came booming in, thinking he had heard a new car coupled to the train, and hoping it was a diner! He is the G. E. kitchen's best customer.

Trainmen had to get out the berth-stretcher for Foster, so uncomfortable was his bulk in a Pullman compartment.

His poor resting facilities didn't deter him from making two-fisted, fighting sales talks to distributor-dealer meetings, however. Foster used to be a specialty salesman himself, and knew how to talk to the men in their own language. He's a great guy.

HARRY SEYMOUR is a veteran vaudeviller with a stage smile, a stooge's bubbling interest, and the ready come-back wit of one who has had lots of experience with smart-aleck hecklers.

On the tour he has acted as master of ceremonies, piano soloist, accompanist for the chorus, daddy to all the girls, and official entertainer to the party.

About CLAIRE DODD we can't tell you much, because we couldn't get within a carlength of her. We've heard tell as how this former Ziegfeld girl is a very lovely person, indeed. But you can't prove it by us. Dresden-China, chintz-like, tall, pale, poised, graceful, unanimated, she breathes in an aura of that mystery (Hollywood calls it "glamour") which is supposed to so fascinate men.

Personally, we like the more healthy, obvious type of charmers.

* * *

Baby Starlets. Omy!

And now we come to the part of the trip we liked best: the collection of "baby starlets"—girls who are in training to become featured and star players.

Most of them were just kids in their teens, on their first trip to the East and the tall buildings. Eager, wide-eyed, giggly, proud as check-reined horses, they "simply adored" everything. All of them have played "bits" in a number of recent pictures. Some of them, we think, are comers.

TOBY WING, for instance. When you see the picture, "42nd Street," watch for her bit. We think you'll agree that this 17-year-old daughter of a retired army officer will have her name in the bright lights sooner, perhaps, than she will be ready for it. Wistful, appealing, effervescing, with a pretty face highly expressive of a wide gamut of feelings, this girl has what's known as "the stuff." She was the darling of the trip.

LOIS JANUARY is another girl with talent. Brunette, plump, lively, attractive, expressive, her specialty is mimicry and impersonations—at which she is extra ordinarily adept.

Oddly enough, her name really is January. Down around St. Louis there are a number of families by that name. To say nothing of families (your correspondent personally knows representatives of each) named Summers, Winters, Spring, and Fall. January isn't an appropriate name for Lois, though. It really ought to be June, or July (she isn't a bit august, however).

Which reminds us of the names of those two lovely musical comedy ladies, JUNE KNIGHT ("Oh Give Me A June Night"), and JUNE O'DEA ("What Is So Rare as a Day in June?").

Recently JUNE O'DEA was married to "LEFTY" GOMEZ, baseball pitcher. Their pictures were published in many newspapers, but not a single headwriter was alive to his opportunity of writing the caption: "Love, Honor, and O'Dea."

Back to Miss January, it might be recorded that her widely set blue eyes connote the intelligence she possesses. She came to pictures from radio work.

SHIRLEY ROSS has almost everything: a priceless profile, scrumptious figure, richly thick auburn hair, super-abundant life, vivacity, and a low, tugging voice. Her singing excited audiences where ever the train stopped. When she matures a little, with reasonably good fortune, she should be worth good box-office money to producers. She is a freshman at the University of California at Los Angeles.

Shirley had studied for years to become a concert pianist when impresarios heard her husky voice, and she was soon singing at the Cocoanut Grove club of L. A.'s Ambassador hotel—where, of course, she was "discovered" by movie men.

She is at her best when singing and playing her own accompaniments—which she does with a sure, deft touch and rich feeling.

Should go great in anything she tries—movies, musical comedy, radio, or television.

DORIS MacMAHON was the best trouper in the bunch. Always ready to sing, to act, to impersonate, to eat, to be stared at, to do whatever seemed necessary or helpful. A little redheaded fireball, she was the life of the party. At all stops she was introduced as the "stowaway." The other girls were dressed more or less uniformly (white coats and hats), but Doris had an entirely different outfit to set her apart.

But don't believe it. That stowaway business, we mean. We didn't.

MARY DEES. Long, long ago, before our arteries began to harden and our ideas became more conservative, we had a little romance with a lovely girl fresh from the Gulf Coast. She looked much like MARY DEES, and had the same modest, innocent, wondering air. So Mary found an especially large place in our heart. A platinum blonde, Mary has thick, wavy tresses, trusting big blue eyes, a full mouth which smiles readily, a figure which will upset you completely, and a cool, soft voice which will quiet you down again. She gets our vote for the girl with the most S. A. in the crowd.

Just 19 years old, she has been two years in Hollywood.

Mary comes from Alabama, which owns the biggest moons in the world. It's easy to imagine how she'd look underneath one.

BARBARA ROBERTS claims as her home town, of all places, Philadelphia. She's a frail little blonde with—like BETTE DAVIS—eyes too big for her doll-like face. Has a sweet personality, and a quiet disposition. Likes to dance.

The strain was a little too much for Barbara, and on the night we left Chicago she reached the end of her string. Recovered later, of course.

VIRGINIA DABNEY is an Atlanta, Ga., blonde with floodlight eyes. Always looks as if she had just heard a good joke and was with difficulty refraining from bursting into refined laughter. In an evening gown she is breath-taking. Has a double-plus vitality, a good figure, and a trick of capturing the spotlight —without obvious effort — wherever she is.

There were times when we thought Virginia was the most beautiful girl in the party, and there was no time—morning noon or night—when she wasn't stunning.

Right here and now we're going to predict that Virginia will be big time some day.

ROSALIE ROY has appeared as a featured player in a number of serials. Has wildish red hair, worn in a fashion somewhat reminiscent of HELEN MORGAN.

She has been in Hollywood a long time, has been with a number of film companies, is now free-lancing.

AZALEE CECIL is a chorus-girl-type of blonde with a friendly disposition and a companionable nature. Everybody likes her. Has the build of a girl athlete, and the sinewiness. She photographs well, and has appeared in several pictures. At present she's planning to do some stage work to get further seasoning. Native country: Oklahoma.

EVELYN WISE is a product of Henderson, Ky., which is just across the Wabash river from Evansville, Ind. They grow fine horses and beautiful women down there. This Wise girl is a delicate type of genuine Southern femininity. Made for sitting on a cushion and being admired.

ALICE STOMBS has the appearance of one of the European sirens Hollywood keeps importing. Polish, or possibly Roumanian. A strain of Spanish, maybe. Or Italian. Anyway, you get the general idea. Dark, striking, fathomless.

And now we're going to spoil it all. She's from Minneapolis. Says little. Laughs infrequently, but heartily at genuine humor.

SUE RAINEY is a healthy blonde who is our idea of the typical American girl. Blooming, vigorous, fresh, she's the kind of girl Camel cigarette ads often portray. Looks best in sports clothes. Comes from Texas. Carries herself with dignity and reserve.

* * *

Brief Moments

The three high spots of the trip for the writer were widely variant. Perhaps some will say they shouldn't be linked. But here they are, nevertheless, in order of occurrence:

1. SHIRLEY ROSS in a trousers suit, playing the piano and singing throaty blues ballads in the dimly lit club car as we rode from Pittsburgh to Altoona Friday night.

2. PRESIDENT ROOSEVELT, in a moved and moving voice, repeating verbatim the oath of office administered by CHIEF JUSTICE CHARLES EVANS HUGHES. An instant after he had pronounced the last word there came a sudden reset of his face, a realignment of its contours—as if he had aged five years in that moment when he realized that the world's mightiest responsibility and most tremendous burden were now his to carry.

3. LAURA LaPLANTE bidding *au revoir* at the train in Washington Sunday.

STARS
of a star selling organization

From left to right rear row, let us introduce Messrs. **RAY NELSON,** *Peoria, Ill.;* **F. P. SMITH,** *New York Branch;* **H. A. WESTBROOK,** *Alexandria, Va.;* **FRANK MEONI,** *Richmond, Va.;* **M. F. SUTHERLAND,** *Hendersonville, N. C.;* **J. K. BIRCHFIELD,** *Albany, Ore.;* **G. MILLER,** *Clarksburg, W. Va.;* **R. N. MOORE,** *Indianapolis, Ind.;* **F. P. MOORE,** *Portland, Me.* Left to right front row—**D. L. CALMES,** *Baton Rouge, La.;* **L. E. WHEYLAND,** *Mobile, Ala.;* **W. A. CLAUSS,** *Cincinnati, Ohio;* **D. L. DUNN,** *Minneapolis, Minn.;* **J. M. SCHOLEM,** *Little Rock, Ark.;* **THOMAS YARRELL,** *El Paso, Texas;* **FURMAN BISCHOFBERGER,** *Denver, Colo.;* **FRANCIS CLEARY,** *Milwaukee, Wisc.;* **HENRY FAUTSCH,** *Poughkeepsie, N. Y.;* **FRANK TIGHE,** *Boston Branch;* **HARRY LONDA,** *Elizabeth, N. J.*

HERE are the twenty outstanding salesmen of what we sincerely believe to be the finest selling organization in the industry... the Kelvinator distributor and dealer organization. These men proved their right to stellar honors during Kelvinator's big Christmas campaign in November and December. As winners in this campaign they visited Detroit as guests of President G. W. Mason of Kelvinator Corporation on February 20th and 21st, when this photograph was taken.

These twenty stars have every reason in the world to be proud of their records during 1932. We are proud of them. And we are glad to have the opportunity to say publicly — "Congratulations, gentlemen, you did a great job!"

And behind our pride in their achievements is the deep satisfaction of knowing that every department here at the factory has contributed something toward making their success possible. The engineering department, sales, advertising and sales promotion, and the finance department have all worked hand and glove to make Kelvinator the biggest *profit-opportunity* in electric refrigeration. And these twenty men can tell you how well these departments have succeeded. KELVINATOR CORPORATION, *14245 Plymouth Road, Detroit, Mich.*

Kelvinator

(675)

DEPARTMENT STORES

University Survey Shows Refrigeration Requires Trained Service Men

COLUMBUS, Ohio—In a survey made by Ohio State University's business research bureau to determine the extent to which Ohio department and furniture stores handle electrical appliances and the problems connected with selling and servicing this merchandise, it was found that electric refrigerators and radios lead all appliances as a source of service problems.

The study concerned only four appliances—electric refrigerators, radios, vacuum sweepers, and washers.

Investigators found that radio leads all "service items" in *frequency* of servicing required, while electric refrigeration comes first from the standpoint of *expensive* and *technically difficult* servicing.

Servicing of electric washers comes third, and vacuum cleaners were found to be the source of least service difficulty.

Regarding servicing of refrigerators, the survey report says, "Of 11 department stores, 27 per cent reported frequent servicing, 36 per cent reported expensive servicing, and 45 per cent reported technically difficult servicing.

"Furniture store experience was evidently more favorable than that of department stores, since all of the percentages were lower except for expensive servicing, in which 37 per cent of the eight reporting stores reported difficulty."

16 Department Stores Report

Data for the survey was obtained from 16 department stores with annual sales volumes ranging from $1,000,000 to $14,000,000, and from 17 furniture stores with sales volumes ranging from $25,000 to $1,000,000 annually.

Although many stores could not furnish data on servicing costs, figures supplied by a restricted number of the stores showed that the frequency with which radio servicing is required brings its cost to more than that for any of the other lines studied.

"Average free service costs, relative to sales in service items, are: radio, 3.7%; refrigerators, .06%; vacuum cleaners, .05%; and washers, .2%," states the report.

It was found in the survey that department and furniture stores having large total sales volumes do not always have proportionately large sales of electrical appliances, nor do stores with small total sales volumes generally sell comparatively small volumes of appliances.

There is, however, a somewhat greater tendency for total store sales and appliance sales to be in direct proportion to each other in furniture stores than in department stores, the report says. It continues:

"Relative to total sales, appliance sales were more important in furniture stores than in department stores. The . . . average of department store radio sales was .71 per cent of total sales, as compared with 5.13 per cent in furniture stores."

The average of department store refrigerator sales was .57 per cent of total sales, while in furniture stores, refrigerator sales were 9.22 per cent of total sales. Electric washer sales were 1.06 per cent of total sales in department stores, and 5.32 per cent of total sales in department stores.

Ratio of department store vacuum cleaner sales to total sales exceeded that of furniture stores, however. Department stores reported an average of 1.72 per cent of total sales in this line; furniture stores reported .88 per cent.

Electric refrigerators were found to have the highest rate of stock turnover—it being 6.7 in department stores, 7.5 in furniture stores, and 7 for all stores. Smallest turnover is in electric washers.

Turnover More Rapid

The survey reveals that turnover of all four service items is more rapid than that of most merchandise. In both types of stores, the service items leading in dollar sales also led in item sales as a percentage of total sales.

Following is the ranking of service items, in both dollar sales volume and item sales relative to total sales, for both types of stores: Department stores: vacuum cleaners, radios, washers, and refrigerators. Furniture stores: radios, washers, refrigerators, vacuum cleaners.

Considerably more service items are sold on a cash or 30-day basis in department stores than in furniture stores, the survey revealed, although use of the instalment plan is greatest in furniture stores (a 30-day basis being considered the same as a cash purchase).

Fifty per cent of department store radio sales are made for cash, and 50 per cent on an instalment basis, all other service item cash sales comprising a smaller percentage of total sales than those for radios.

"Furniture stores were sharply higher than department stores in their requirements as to down payments relative to the price of mechanical refrigerators, the middle-group averages being 13.8 per cent for furniture stores as compared with 8.2 per cent for department stores," says the report.

"This down payment was lower than that reported for the average of any other item." Surveymen also found that the average payment period is longer for refrigerators than for any other item studied.

Furniture Store Prices Higher

That furniture stores, on the average, have higher prices on their refrigerators than do department stores, and that they charge a much higher down payment, relative to retail price, was another finding.

Furniture stores reporting also levy a higher carrying charge relative to the balance due, grant only a fractionally longer time within which to pay for the item, charge approximately 1 per cent higher effective annual interest rate on the decreasing balance.

In both furniture and department stores, however, this rate is lower for refrigerators than for any other item, according to the survey report.

It was found that neither the department stores nor the furniture stores have any serious objection to the nature of contracts they hold with manufacturers supplying them with appliances, although greater objection was raised to refrigerator contracts than to those of any other service item.

In its investigation of collection and repossession problems, the bureau found that in department stores, refrigerators rank third in slow collections, while in furniture stores, they rank fourth.

Refrigerators also rank fourth among service items in the number and percentage of all stores which reported on frequency of repossession, with department stores making more repossessions than do furniture stores. Vacuum cleaners rank next to refrigerators, the report shows. Washers are second, and radios first.

CASH SALES SHOW GAIN IN DEPARTMENT STORES

BOSTON — Trends in department store business are toward a larger percentage of cash sales as compared with total sales, it has been found in a survey made by the National Retail Dry Goods Association.

The survey, made among 100 department stores, showed that 49.75 per cent of all sales are now being made on a charge basis—that "charge sales are found to be generally decreasing in proportion to total sales among department stores."

Between 30 and 50 per cent of the charges on books of the 100 stores investigated are more than two months old, it was revealed by the survey.

Specialty Selling Methods Aid Store In Selling 3,000 Units in Year

BROOKLYN—Adoption of specialty selling methods in the merchandising of electric refrigerators and recognition of the shadow of a man standing back of every woman shopper have enabled Frederick Loeser & Co., large Brooklyn department store and exclusive Frigidaire dealer, to establish a good refrigeration sales record.

Loeser's, which serves Brooklyn, Queens, and adjacent communities on Long Island, has a major appliance department which merchandises vacuum cleaners, oil burners, washing machines, and electric refrigerators.

This selling division does not handle table appliances such as toasters, waffle irons, and other small electrical devices.

For the last five years, Loeser's has been selling household electric refrigerators. It carried several lines until November, 1931, when it became an exclusive Frigidaire dealer.

Its Frigidaire business now represents the greater share of its major appliance department's activity and sales volume.

Loeser's advancement in selling appliances and electric refrigerators probably can be traced to the interest B. Earl Puckett, president, and Paul E. Murphy, manager of advertising and publicity, have taken in this phase of the company's merchandising activity.

Their cooperation has enabled Wright Griffin, buyer for major appliances, to use in his merchandising the specialty selling, sales promotion, and advertising methods that have marked merchandising methods of manufacturing companies, but which are complete abandonments of the "over-the-counter" methods of operation followed by many retail selling organizations.

In November and December, 1931, a two-month specialty selling drive by the major appliance division resulted in the delivery of more than 1,100 refrigerators, according to Mr. Griffin.

Between November, 1931, and November, 1932, the last 12-month period for which complete figures are available, Loeser's sold approximately $750,000 in Frigidaires, at an advertising cost of less than 3 per cent.

200 Repossessions in Year

Of the approximately 3,000 units sold during that period, less than 200 have been repossessed and the customers' payments on the repossessions have covered the cost of reconditioning, says Mr. Griffin.

"The specialty selling method was a proved means of getting sales volume when we adopted it for refrigerators and other appliances," Mr. Griffin says.

"Utilities had been using it for years. So had large manufacturing-selling organizations. Our adoption of it was a radical departure from the 'over-the-counter' salesmanship which has prevailed for decades in department store circles.

"We follow the specialty selling plan throughout. We have one major display of Frigidaires in the house furnishings department in the basement, and a supplemental display on the furniture floor adjacent to our Economy Cottage.

"These displays are in the line of store traffic and attract many prospects. On the main floor, in three strategic spots by which most of our store traffic must pass, we have a household model and a refrigeration salesman.

Follow Up Floor Prospects

"Across the street in an annex, the major appliance division is headquartered. Here we have the operating base for 45 to 50 salesmen, most of whom operate outside the store, concentrating on Frigidaire sales, but handling our other major appliances as sidelines.

"These outside salesmen do not canvass indiscriminately, but follow up leads and floor prospects and conduct intensive canvassing of Loeser's 40,000 charge patrons."

The activity of the selling force is assisted by newspaper advertising on appliances, which is independent copy and not a part of general store advertising. Occasional window displays, frequent direct mail contacts, telephone solicitation, and radio broadcasts all focus attention on appliances.

Prospects are uncovered by these forms of advertising and through present owners, who are encouraged to tip Loeser's to refrigeration prospects by the standard Frigidaire user reward plan which provides gifts for tips resulting in sales. Users rewards inspire many "hot" leads, according to Mr. Griffin.

Last December, 30,000 leaflets and 5,000 Frigidaire Christmas suggestion books were sent out to a selected list, calling attention to the desirability of a household refrigerator as a gift.

Paid on Commission Basis

"A department store with the reputation enjoyed by Loeser's has an entree into thousands of homes that makes it a valuable adjunct to the merchandising of leaders in home utilities," Mr. Griffin stated.

"When such a department store concentrates its selling activity on a nationally known make of electric refrigerator, it is an unbeatable combination—carrying the community prestige of the store, the national prestige of the manufacturer."

Loeser's refrigeration salesmen do not go into mechanical details of the product when talking to prospects unless necessary.

All salesmen are on straight commission and are making decent livings, Mr. Griffin asserts. Their incomes are good for the current economic situation and they find themselves better off than many specialty salesmen.

Another departure from standard department store practices which Loeser's has found successful in marketing household refrigeration is "priceless" advertising.

"There is so much talk of 'price' that consumers are becoming fed up," states Mr. Griffin. "We sell efficient refrigeration, not price. Customers interested in the lowest priced Frigidaire are sold up to the more expensive porcelain models.

"Our salesmen don't talk total cost, but months, and point out that the price difference between a low priced job and one of the lifetime porcelain models is only a few months' payments.

"And not only are women sold, but our salesmen are alert to make appointments to present their best selling arguments to the man of the house, whose approval for major purchases is more necessary these days than it was in the past.

"We like to look upon the woman of the house as the buyer, the man as the merchandise manager whose judgment stands behind her decisions."

Managers of 'Stores Within Stores'

Managers of electrical appliance divisions in four department stores as they appeared at the General Electric distributor's meeting recently. Left to right: N. P. Wright, May Co., Cleveland; L. B. Tedescoe, Larkin's, Buffalo; N. J. MacIntyre, Smith-Bridgeman, Flint; and Al Truax, Charles Trankla Boston Store, Grand Rapids.

Detroit Department Store Will Sell Standard Lines and Use Tested Sales Methods on Refrigerators

By Phil B. Redeker

DETROIT—The Crowley-Milner department store in this city, which has experimented with practically every plan of merchandising electric refrigerators from the coin-meter method to the private-brand type of operation, will probably stick to standard makes of refrigerators and tested methods of selling during 1933, if Appliance Department Manager J. Nutto carries out his plans.

Experience plus a guess at what 1933 buyers are looking for were the determining factors of this policy.

"The department store is not set up to sell 'private brand' refrigerators which it must install and service," Mr. Nutto stated in commenting upon the fact he was planning to sell only standard makes during the coming year. "Experience has taught us that installing and servicing refrigerators is expensive.

"When the department store is selling a make of refrigerator manufactured by a reliable concern, its only problem lies in selling the refrigerator, if proper arrangements have been made with the local distributor or factory branch.

"As for price, most manufacturers of standard makes now have a price-leader in their line, making it unnecessary for the department store to carry a refrigerator that is strictly 'price merchandise'."

Will the department store buying clientele be attracted by "styled" cabinets and improved "gadgets" in 1933? Mr. Nutto thinks they will respond to such appeals as well as any buying class will. Says he:

"There has been a definite movement towards the styling of all kitchen appliances, but the movement is most noticeable in the refrigerator.

"In 1931, the coin-meter plan made it a boom year in refrigeration sales for our store. Last year it was low prices which moved refrigerators. This year it may be the appeal of style."

What kind of sales promotion and advertising mediums will Mr. Nutto use this year? He will rely for the most part on newspaper advertising, especially during times of special campaigns or sales, for newspaper copy has proved a business-getter in the past.

Will much direct mail material be used to promote the sales of electric refrigerators? Mr. Nutto says very little, if any, will be used.

Direct mail campaigns are all right when there is a pioneering job to be done, or when a sales organization has a large outside selling force to follow up the campaigns, says he.

Most of the pioneering work in refrigeration has been done, Mr. Nutto believes, and Crowley-Milner has no intention of doing a wholesale "outside" selling job this year, the appliance manager avers.

The old formula of getting a prospect's attention with newspaper advertising, then doing a real selling job when he comes to look over the merchandise on the floor, will suffice for this year, he believes.

Crowley-Milner's appliance department will be manned by trained and experienced salesmen this coming year, Mr. Nutto states, and therefore little will be done in the way of sales training.

No "high pressure" methods are employed by salesmen when they are working on a prospect for a refrigerator, because the salesman must keep in mind that he is selling a complete line of appliances, and that to "high pressure" in one instance may mean the loss of a future sale.

And Mr. Nutto points out that it doesn't take long for the word to get around that a certain store is using the wrong kind of selling tactics.

Department store salesmen must be particularly adroit in sizing up a prospect as to ability and present willingness to buy. They cannot afford to follow-up individuals who have neither the inclination nor means to buy.

Salesmen follow up live prospects by personal call and by telephone, but they can afford to do this only when they are sure that they have found a potential buyer among the great numbers who stop to inspect the merchandise.

The salesmen receive very little supervision, Mr. Nutto points out, each man being "on his own," so to speak. The management feels that any lack of aggressiveness and ability will show up in these men eventually, and that such salesmen will automatically pass out of the picture.

Each man thus has his own method of operation, but there is one method used to determine the financial ability of the prospect which is employed, Manager Nutto states.

The prospect, as soon as he or she demonstrates an apparent interest in a refrigerator, is taken before one of the highest-priced refrigerators on the floor. The conversation eventually leads into the subject of price, and when the salesman announces the price, he watches the reaction of his prospect very closely.

If the prospect does not protest or show any emotion when the salesman names the price, it means one of two things: that the prospect is in the market for a high-priced refrigerator, or is not interested in buying one at all.

When the prospect protests that the price is too high, the salesman goes through the prices of other models until the prospect's price class is reached.

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DEPARTMENT STORE MERCHANDISERS

Westinghouse

Dual-automatic Refrigerators

● *Hermetically-sealed* and *dual-automatic!* The combination of these important features in the Westinghouse Dual-automatic Refrigerator has set a record of *dependability* unequalled in the industry. Here is your greatest guarantee in refrigeration today of *trouble-free, expense-free* performance. Here is a quality refrigerator that you can sell with the assurance of making lasting friends of users *and steady profits for your store.* The complete line of models in all popular sizes, the increased advertising and sales promotion and the lower prices that Westinghouse now offers are facts that you should, by all means, know before signing any franchise. Write for complete details . . . today.

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Department Store Trends

ALTHOUGH the number of household units sold by department stores last year was probably small as compared with the number sold by other types of outlets, it is fair to say that department stores influenced the course of electric refrigeration merchandising in 1932 to a greater extent than any other single factor. In whole or in part, department stores last year were responsible for six important developments in the industry's merchandising activities.

Developments Caused by Department Stores

(1) They brought about introduction of electric refrigerators priced under $100.

(2) They did much to retard *public utility* merchandising activity.

(3) It was because of a demand from these large retail outlets that *private brand* refrigerators were brought out.

(4) Sale of refrigerators on the *coin-meter* plan was promoted by department stores, and despite opposition from finance companies and most manufacturers, assumed considerable importance during 1932.

(5) Because department store salesmen's presentations were often too weak and unconvincing to close sales, manufacturers turned their attention to *styled cabinets* and visible features which would sell themselves to prospects.

(6) And several manufacturing organizations, conscious of the influence of department stores in refrigeration merchandising, set up *special divisions* to handle department store business.

With 1933 sales activities already under way, it appears that department stores will again exert a marked influence in refrigeration merchandising. Department store sales executives are expert merchandisers, and the policies and practices they adopt after a careful study of their stores' 1932 sales records will probably have considerable effect on the industry.

Sales Training Courses

Move No. 1 in the 1933 refrigeration merchandising program of many department stores will be provision for thorough sales training courses for all refrigeration salesmen, and arrangement for concentration of their sales efforts on refrigeration alone, or at least on fewer products than they have sold in the past.

Generally speaking, department store refrigerator salesmen have been noted for their inadequate sales presentations. The sketchy, unenthusiastic nature of these sales talks has probably been due to two things—(1) lack of organized sales training for the men, and (2) the nature of assignments which permitted most salesmen to divide their sales effort among many items in the electrical appliance department.

Some appliance department managers indicate that they are not only preparing to give their refrigeration salesmen a complete training course in refrigeration mechanics and salesmanship, but will require the men to take review courses and attend refrigeration meetings outside the store at intervals throughout the year.

They point out that thorough training will have two definite benefits: it will enable salesmen to make clean-cut, factual presentations, and it will give them a new enthusiasm over the products they sell. And it has been stated by one appliance manager that it is enthusiasm which turns a *sales* talk into a *selling* talk.

Salesmen Will Concentrate on Refrigeration

The salesman who spends his day moving from one product to another, they say, becomes a mediocre salesman of all appliances, a master salesman of none. These appliance department managers are attempting to establish real specialty selling methods within the walls of the store.

Another move reported to be in progress in some large stores is that of abandoning sale of refrigerators made by small, little-known manufacturers. Department store managers point out that there is now little necessity for handling units made by these companies, since large manufacturers are making units priced sufficiently low to attract department store trade and which have already gained some degree of public acceptance through national advertising. The store's service problem is reduced, too, by handling standard makes, since distributorships and factory branches will handle servicing of all units sold by the store.

Stores Will Carry Fewer Lines

Some department stores are planning to carry their new policy of sales concentration even further by reducing the total number of refrigerator lines carried. They believe that a salesman selling only three or four makes will make a better presentation of each one than if he were surrounded by a dozen makes. The aim of department stores is toward specialization—in sales methods, in number of appliances sold, and in number of makes of each appliance.

Because they believe buyers will again during 1933 be attracted by a price, department stores will probably continue to emphasize low price in their refrigeration advertising, but will depend upon their staffs of more ably trained, more highly specialized refrigeration salesmen to lift the average unit sale price above the $100 mark.

Apparently, department stores are preparing to make their influence felt in the electric refrigeration industry even more. As was the case in 1932, we may again see the tail wag the dog.

WHAT OTHERS SAY

MARKET DATA

CERTAIN to be of definite value to those interested in refrigeration is the new "Refrigeration Directory and Market Data Book," which besides being a complete commercial guide to the American refrigerating trade, contains a supplement of 120 pages dealing with the progress of the transatlantic industry. Statistics on sales and stocks are prolific. Lists of market data, manufacturers, grouped alphabetically and geographically, and classified products make this edition a handy reference book; a new feature, consisting of specifications of all models of household electric refrigerators made by 48 different firms, renders this book rich in up-to-date information and technicalities. A revised list (to October, '32) of manufacturers in the field of air conditioning is also published in the Supplement. Selling at a very low price and being well-bound and printed, this edition should appeal to many.—Feb. 16 issue of *Cold Storage and Produce Review*, London, England.

NEW AVENUES FOR ELECTRIC REFRIGERATION

. . . Then again there is the room cooler. What country in the world requires cooling more than Australia in summer? Just remember the sweltering heat of December, January, and February, the high humidity—sticky clothes—when the whole world seems wrong, and then picture a room cooler in the office—in the waiting room—in the hairdressing saloon—in the hotel bar—why the application is absolutely unlimited!

Then forget your personal comfort and think of chocolate coolers, cigarette paper machines and the dozen and one applications there are in industries where they require cool, dry air in the summer.

It is only necessary to fit a door or a pair of doors to a room and install a room cooler and you can reduce the humidity to a negligible quantity and reduce the atmosphere as required.

This article is not only for salesmen, but for the manufacturers too, so who is going to start the ball rolling? Are you obliged to await an enterprising cabinetmaker to start the ball rolling or are you going to design one yourself?

As far as the design is concerned, any illustrated oversea journal today would show you four or five different types of coolers. It is only a question of adapting the necessary equipment in order to have the public require it. —*Refrigeration, Cold storage and Air-Conditioning*, Sydney, Australia.

How Refrigerators Are Sold In Department Stores

MANDEL BROTHERS
Chicago, Ill.

By Elston D. Herron

CHICAGO—A department store whose electric refrigerator sales force is composed entirely of outside salesmen is Mandel Brothers here.

Management believes that a larger volume of refrigerator sales can be made by use of specialty selling than with the conventional over-the-counter methods employed by most department stores.

Fourteen salesmen are employed by the store to sell the Frigidaire line—the only one handled by the organization. Each salesman is paid on a sliding scale commission basis, the amount of commission paid on each sale being dependent upon the size of unit sold.

Work in Store One Day

Five days of each week are spent by the salesmen in outside selling, while each man is scheduled for work on the floor one day per week, according to H. Hudgins, merchandise manager of Mandel's home furnishings division.

In charge of the refrigerator department's sales staff is a supervisor appointed by the local factory branch. This supervisor receives an over-ride commission on all sales made by the 14 salesmen.

Prospects, says Mr. Hudgins, are obtained in three ways: by advertising, by sales presentations to store visitors, and by making "cold" calls on persons whose names have been taken from the store's list of credit customers.

The store maintains a complete display of all Frigidaire models. These models are used for demonstration purposes only. When a Mandel salesman makes a sale, the Frigidaire branch in Chicago delivers, installs, and services the unit.

Training Course

After being employed by the Mandel refrigerator department, new salesmen are given a thorough training course by factory branch representatives. All salesmen meet monthly for further study of sales methods and Frigidaire construction, says Mr. Hudgins.

The merchandise manager believes that seldom, if ever, should a refrigerator salesman attempt to sell other appliances, and as reason for this opinion, he says, "We have tried transferring some of our refrigerator salesmen to oil burner work in the fall and winter, but they get poor results. They are refrigeration specialists."

Although no salesman is given exclusive territory for his sales activities, leads on prospects secured by him or given him by the sales supervisor are exclusively his.

Mr. Hudgins has found that sales contests, with cash prizes, are the most effective means of promoting constant activity by retail salesmen. He says that contests are held at frequent intervals.

thoroughly trained in selling refrigerators when they join our organization, and are kept posted on latest developments in refrigeration at weekly meetings sponsored by the store," he says.

The entire appliance sales organization also meets weekly for discussion of "sectional" problems.

All refrigerator salesmen are permitted to sell stoves and vacuum cleaners when there is a lull in the refrigerator department's activities, and, when necessary, to make follow-up calls.

Daily Cooking School

One sales promotion idea which has been successful in creating many refrigerator sales is the store's daily cooking schools, started Oct. 1.

Five days a week, cooking schools are held at the Marshall Field store, the section reserved for the assembly being literally surrounded by models of the appliances used on the demonstration platform, which is equipped like a model kitchen.

Each day (excepting Saturday) the school is conducted by some chef, home economist, or confectioner noted for his skill in preparing particular delicacies. Daily attendance averages 300, says Mr. Brown.

Recipes and programs are available a week in advance.

Newspaper Advertisements

Most of this store's refrigerator advertising consists of newspaper display advertisements, although refrigeration has frequent mention in the two-hour Marshall Field daily radio broadcast in Chicago, the manager states.

In all refrigeration advertising, quality is mentioned first, says Mr. Brown, and although price receives considerable "play," its importance is rated as secondary to quality appeal in the store's advertising.

The department has its own service department to adust and repair U. S. hermetic refrigerators sold, while Norge and Leonard units sold by the store are serviced from the Chicago distributorships of these lines.

MARSHALL FIELD & CO.
Chicago, Ill.

By Elston D. Herron

CHICAGO—What factors are most important in successful selling of electric refrigerators by a department store?

To this question, George H. Brown, head of the household utilities section in the Marshall Field & Co., department store here, answers:

"Our organization believes that the handling of a quality product, certain to give good service, is at the foundation of successful electric refrigeration merchandising."

Handles Three Lines

This store, largest in Chicago, handles Leonard, Norge, and U. S. hermetic refrigerators.

Upon two other factors Mr. Brown places great importance as salesmakers—attractive display of all refrigerators and thorough training of the men selling them.

Recently, the store redecorated and rearranged its entire electrical appliance department, and the refrigerator section was given larger and more prominent display space than ever before.

"As our electric refrigerator display is now located, with wide and unblocked aisles, and no 'blind alley' corner displays, store visitors find it easy and enjoyable to pass through this section," says the manager.

Uncrowded Display

About the entire display there is an "uncrowded" atmosphere which seems to extend a silent invitation to visitors to stop for inspection of the various models placed singly, or in groups of two or three, along the aisles or against columns of the room.

Says Mr. Brown, "We have attempted to so stage each refrigerator that it will give the store visitor an accurate picture of how the unit would look in her own home.

"All of our refrigerator salesmen are

THE FAIR
Cincinnati, Ohio

CINCINNATI—Rules and practices followed by The Fair department store here in its merchandising of General Electric, Frigidaire, and Universal refrigerators are few and to the point, according to Salesman Whetzel of the electrical appliance department. Here they are:

1. Use ample space for display purposes. Give the prospects a chance to move around.
2. Keep plenty of chairs in the refrigerator display section. Prospects will stay longer, and listen more attentively if they're comfortable.
3. Have all salesmen alternate between floor work and outside selling. Give them every opportunity to complete sales started in the store.
4. Advertise regularly. Remind prospects constantly of their need for electric refrigeration, of new prices and models available.
5. Make it easy for anyone to buy an electric refrigerator. Encourage use of the coin-meter payment plan, and long-term credit plans. Make no additional carrying charge when units are bought on a 90-days-or-less payment arrangement.

GIBSON LINE PRESENTED TO PHILADELPHIA DEALERS

PHILADELPHIA—The salon showing of the 1933 line of Gibson electric refrigerators was held here Feb. 21 at the Hotel Pennsylvania under the sponsorship of the Louis Buehn Co., local distributor.

The meeting was attended by dealers in the territory served by Buehn which includes the following counties in Pennsylvania—Philadelphia, Delaware, Chester, Lancaster, Berks, Montgomery, Bucks, Northampton, Lehigh, Lebanon, Dauphin, Northumberland, and part of Schuylkill; the southern portion of New Jersey; the entire state of Delaware; and the eastern shore of Maryland.

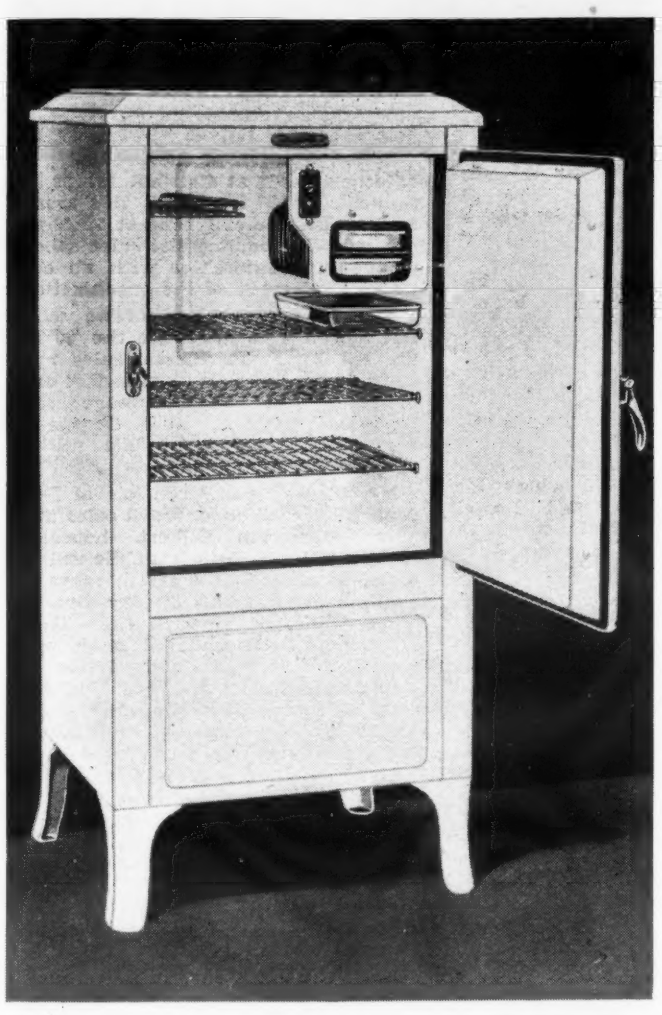
The sales and advertising plans for the 1933 Gibson campaign were outlined by Gibson factory officials, which included Frank S. Gibson, Jr., vice president in charge of sales; W. R. Marshall, advertising and sales promotion manager; and Herbert E. Young, eastern sales manager for the Gibson Co.

Louis Buehn presided over the meeting and addressed the dealers at the close of the presentation of the line.

LATHAM & CO. HOLDS MEETING FOR NEW YORK DEALERS

NEW YORK CITY—E. B. Latham & Co., Leonard distributor for New York City, was scheduled to open its annual dealers' convention here yesterday (March 7).

A Spectacular Value in MAJESTIC REFRIGERATION



To put every Majestic Refrigerator dealer in utmost favorable position to meet demands for low-priced merchandise, Majestic announces this

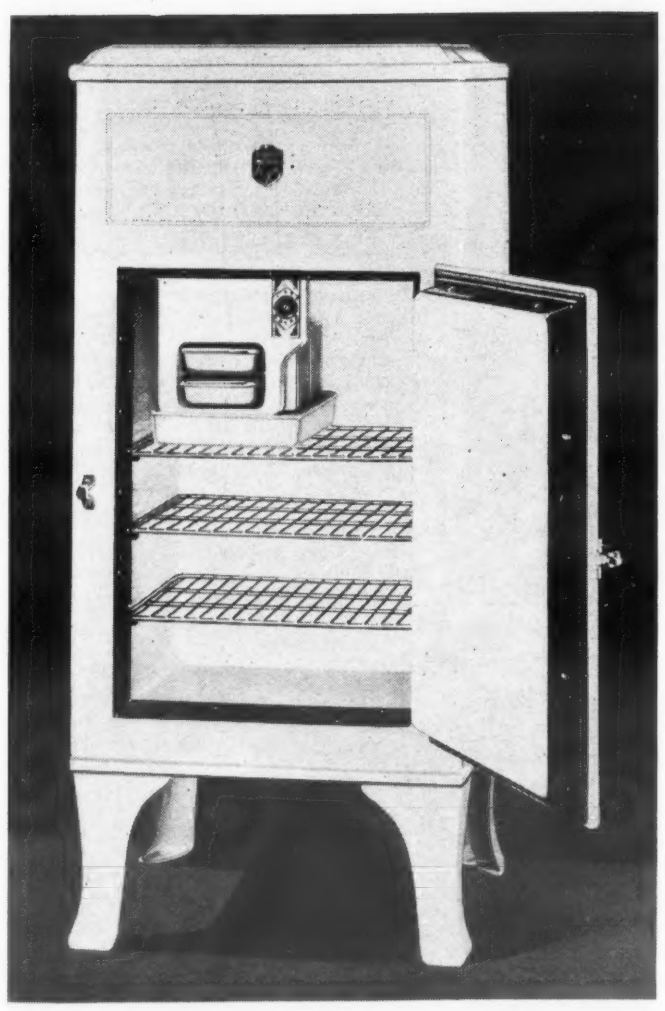
NEW LIST PRICE

Model 450 (Century Line) with shelf area of 10.7 square feet. Exterior dimensions: Height, $52^{15}/_{16}$ inches; width, $24^{3}/_{16}$ inches; depth, $21\frac{5}{8}$ inches; depth overall, $23\frac{3}{4}$ inches; net capacity 4.8 cubic feet. List price, at factory, tax paid

$99.50

Prominent display of this model in your window, with price featured, will attract prospects inside your store where a convincing presentation can be made of Majestic

ELECTRO-SEALED REFRIGERATION



De Luxe Model 500 (Electro-Sealed) — Food storage area, 9.68 sq. ft. Exterior dimensions: Height, $54\frac{3}{4}$ in.; width, $24\frac{1}{8}$ in.; depth, $20\frac{5}{8}$ in.; depth overall, $25^{11}/_{16}$ in. Two ice trays—42 ice cubes—4 pounds of ice per freezing. "Isolator wall" cabinet construction. "Stay-Kold" Defroster. Chromium plated hardware. Cabinet finish: Exterior, Elasto; interior, Acid-resisting Porcelain, with rounded corners.

In the new Majestic models the refrigerating unit is safely sealed beneath a metal dome —not merely "hermetically sealed" but ELECTRO-SEALED *for life,* against moisture, dirt, and abuse.

Interior food compartment is *isolated* from exterior kitchen heat by Majestic's Isolator-Wall Construction with its triple-type insulation, and asphalt-sealed joints.

Here is *proved* refrigeration! Here is a refrigerator that will *give* service and not *require* service. Here are a score and more of important features every housewife wants in her refrigerator—and a delivered price that will unquestionably tempt her to buy.

If you are not already stocked with Majestic's new line, write or wire your distributor today. And don't forget that Majestic's new low prices put you right out in front with incomparable values.

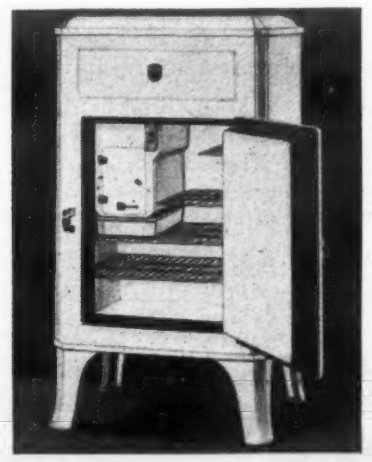
GRIGSBY-GRUNOW COMPANY, CHICAGO, and affiliates, with factories at Chicago; Toronto; Bridgeport; Oakland; London, England; and Sao Paulo, Brazil

***Manufacturers also of* MAJESTIC RADIOS**

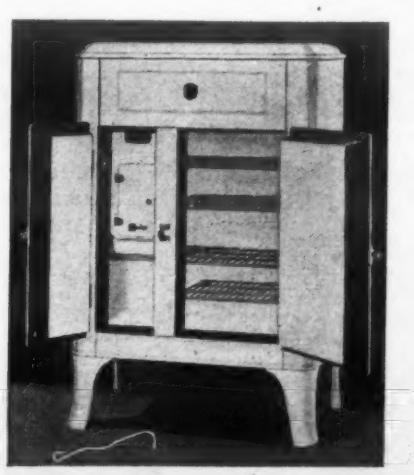
Majestic

ELECTRO-SEALED

REFRIGERATION



Model 700. Food storage area, 13.05 sq. ft. Exterior dimensions: Height, $55\frac{3}{8}$ in., width, $30\frac{3}{8}$ in., depth, $23^{7}/_{16}$ in., depth overall, $27^{11}/_{16}$ in. Four ice trays—84 ice cubes—8 pounds of ice.



Model 900. Food storage area, 16.4 sq. ft. Exterior dimensions: Height, $58\frac{3}{4}$ in., width, $38\frac{3}{4}$ in., depth, $23^{7}/_{16}$ in., depth overall, $27^{9}/_{16}$ in. Five ice trays—105 ice cubes—10 pounds of ice.

DEPARTMENT STORES

CLIMATE DETERMINES MERCHANDISING PLAN

SAN FRANCISCO—Nature of the climate in and around San Francisco has been a major factor in formation of the refrigeration merchandising policies of the Nathan-Dohrmann Co. department store here.

In this part of the country, explains L. B. Goldsmith, the store's promotion manager, the climate is practically the same throughout the entire year. "Cool" is the best word to apply to it.

Because of this climate, the Nathan-Dohrmann Co. pushes the sale of electric refrigerators the year 'round, as there is no particular period of the year which is to any appreciable degree more naturally suited to sale of refrigerators than any other.

"There can be no such thing as an 'off-season period' in our refrigeration selling activities," says Mr. Goldsmith. Unlike most department stores, our promotional efforts must not decline at any time.

"Consequently, we use newspaper advertising and window displays all through the year to remind San Franciscans that we have electric refrigerators for sale."

Mr. Goldsmith makes a special point of the fact that his store uses advertising and window displays to bring electric refrigerator prospects into the store, and to inform the general public that Nathan-Dohrmann Co. handles refrigerators—*not* to sell housewives on the *need* for electric refrigeration.

There is a reason for this. It is the opinion of the store's management that most people in the San Francisco area are already sold on the need of electric refrigeration, and that all promotion money can best be spent on selling the *product,* rather than the need.

"Since the days when San Franciscans had the so-called 'coolers' built into their homes, they have been refrigeration conscious. The desire is already there, so we make it our job to show electric refrigerator prospects that they are able, and make them willing, to spend the money for a new unit," says the promotion manager.

"Since our store does not sponsor outside selling by its refrigerator salesmen, we consider our task in refrigeration merchandising as a two-fold project: to build and hold a reputation for dependability in our merchandise and service, and to let the public know the makes and prices of the refrigerators we have for sale."

MILWAUKEE STORE OPENS G. E. DEPARTMENT

MILWAUKEE—E. H. Schaefer Corp., General Electric distributor here, has just installed a G. E. all-electric kitchen on the fifth floor of the Gimbel Brothers department store, according to E. H. Schaefer, president of the distributorship. The store now handles a complete line of General Electric appliances.

Kelvinator Devises Store Sales Plans

DETROIT—A plan for merchandising refrigerators through a department store, to be successful, must include all the known ways of getting business that fall within the sphere of accepted department store policies and practices, believes V. J. McIntyre, head of the Kelvinator Corp. department store division.

Kelvinator Corp., Mr. McIntyre declares, has worked out a plan which is adaptable to any type of department store, or to any department store's appliance division.

The principles of the Kelvinator plan for department store merchandising are built around Mr. McIntyre's belief that the manufacturer can no longer say to the department store "here it is, now you sell it."

The manufacturer, he says, must develop a plan and a sales force for the department store to make the latter an aggressive factor in merchandising its product.

The establishment of a separate sales division to handle department stores and large furniture stores marked Kelvinator's first step towards a planned activity in the department store field.

Mr. McIntyre and the wholesale salesmen who work under him devote all of their time to contacting stores which are being considered for the Kelvinator line, and in re-contacting stores already selling Kelvinator.

After the department store has been "signed up" as an outlet for Kelvinator refrigerators, the field man's next step is to conduct a training school on the Kelvinator product and the Kelvinator method of selling, for the retail selling force.

Kelvinator's plan for department store merchandising is broad enough to allow the individual department store to use any plan for installation and servicing that it likes.

"Our retail selling plan for department stores is a combination of 'inside' and 'outside' selling activity," Mr. McIntyre declares. "What we really attempt to do is to take full advantage of every facility that the store offers for merchandising appliances."

The advertising and sales promotion department of Kelvinator Corp. has prepared special newspaper advertising and sales promotion pieces directed to the department store buying clientele, and this material may be had by the department store on demand.

A majority of the department stores selling Kelvinator are now using the "Meter-Ator" plan in their operations, according to Mr. McIntyre.

The "Meter-Ator" plan is a coin-meter method of merchandising which is being used exclusively by Kelvinator outlets. According to Mr. McIntyre, the plan has been worked out on the basis of low-cost operation and is different from any coin-meter practices that have been tried in connection with refrigerators in the past.

Undeviating in purity — reliability and uniformity, EXTRA DRY ESOTOO is produced by our own patented process specifically for use in the manufacture and service of electrical refrigerating units.

It is the Liquid Sulphur Dioxide that is always safe . . . always pure . . . always economical and trouble-free—every step in its manufacture is completed under the most rigid supervision of laboratory experts.

Manufacturers and Service Men specify EXTRA DRY ESOTOO. Instantly available from 28 convenient distributing points. Write, wire or cable. Cable address: "Eustis Boston."

VIRGINIA SMELTING COMPANY
West Norfolk
Virginia

F. A. Eustis, Sec., 131 State St., Boston and 75 West St., New York.

EXTRA DRY ESOTOO
TRADE MARK REG'D U S PAT OFF

THRONGS GREET G. E. MOVIE STARS' TRAIN

Chicago

(*Concluded from Page 1, Column 2*)

tive, was in charge of the meeting. P. B. Zimmerman, manager of the specialty appliance department; Walter Daily, sales promotion manager; M. F. Mahony, merchandising manager; Walter Landmesser, commercial manager; Earl Norling, M. T. Bard, and Jean DeJen, were among the other G. E. headquarters men who took part.

A condensed version of the dramatized convention staged previously for distributors in Cleveland (see ELECTRIC REFRIGERATION NEWS for Feb. 22) comprised the chief part of the program.

Toledo

(*Concluded from Page 1, Column 2*)

aerocar kitchen coach, and a fleet of Cadillac V-12 sedans, the visitors were paraded downtown at a funeral procession pace, while onlookers—pushed by the milling mobs behind—were bruised against the sides of the cars.

A select group of proud ticket-holders gained admission to the Commodore ballroom, where Tom Mix, Bette Davis, Glenda Farrell, Claire Dodd, Doris MacMahon, Shirley Ross, Lois January, Lyle Talbot, Preston Foster, and others broadcast greetings—incidentally plugging G. E. products.

Welcoming Committee

Following a luncheon at noon the show was concluded, but the crowds persisted, flocking around the hotel until late evening.

On the welcoming committee were the following Toledo notables:

Mr. Bogart; Vice-Mayor Hoover; Safety Director Fall; Welfare Director Rowsen; Service Director Hohly; Police Chief Wolf; Fire Chief Myers; Law Director O'Connor; C. L. Proctor, president, Chamber of Commerce; E. H. Walker, president, Rotary club; Dr. E. N. Latham, president, Exchange club; H. S. Martin, president, Lions club; Hanford Beggman, president, Round Table club; J. D. Meister, president, Kiwanis club; E. E. Culver, president, East Toledo club; and M. Marenberg, president, Advertising club.

Almost 1,800 Toledo housewives went through the General Electric kitchen, which is part of the train, as it sat on the tracks during the day.

Cleveland

(*Concluded from Page 1, Column 4*)

REFRIGERATION NEWS for complete details).

In the morning commercial salesmen had listened to Walter Landmesser, commercial sales manager, and Frank Corliss, water cooler sales manager, tell the story of General Electric's full line of commercial equipment.

P. B. Zimmerman, manager of the G. E. specialty appliance department, Walter Daily, Mayor Ray Miller, and Tom Manning, radio announcer, were prominent in the day's ceremonies.

Manning, dizzy with so much beauty around him, went ecstatically "haywire" over the microphone, and indulged in the most extravagant praise at his command.

Pittsburgh

(*Concluded from Page 1, Column 4*)

the direction of M. F. Mahony, merchandising manager, conducted the meeting. (See Feb. 22 issue of ELECTRIC REFRIGERATION NEWS for complete story of this dramatized presentation of G. E. products and sales plans for 1933.)

Preston Foster and Leo Carillo delivered two rousing sales talks. Foster reminisced of the days when he was a specialty salesman, and reiterated his confidence in the law of averages as a guiding star for men who ring doorbells.

Zimmerman at Meeting

P. B. Zimmerman, manager of the G. E. specialty appliance department was an attendant at the meeting.

For the first time on the trip a farewell demonstration was staged at the station—led by an American Legion drum and bugle corps. The troupers responded by taking bows from the rear platform.

Altoona

ALTOONA, Pa.—Several thousand inhabitants of the city farmed for its Horseshoe Curve lined the Pennsylvania railroad tracks when the G. E.-Warner Bros. "42nd Street Special" train came through at 2 o'clock in the morning of March 4 en route from Pittsburgh to Washington, D. C.

As luck would have it several members of the trainload of celebrities had stayed up to see the Horseshoe Curve, and were all set to acknowledge the unexpected welcome.

Joe E. Brown, who joined the party at Pittsburgh, and Leo Carillo were ousted from their berths and came out to take bows.

Frigidaire Presents Preview of Show

(*Concluded from Page 1, Column 5*)

following the message of welcome from E. G. Biechler, president of Frigidaire Corp., H. W. Newell, vice president in charge of sales, said:

"Production has started and will be steadily increased. Our production schedule for April will reach the highest point since 1929.

"Our materials division has ordered two and one-half million dollars' worth of raw materials and fabricated parts to meet our demands for the remainder of March only. This is the largest number of orders placed at one time since April, 1932."

A quartet of theme words will be used to describe Frigidaire's 1933 line, according to Mr. Newell. These words, to be incorporated in advertising and promotional copy, are "quality, beauty, convenience and economy."

He said further that new low prices will be quoted on both household and commercial units late in March.

Following Mr. Newell's address, those present at the meeting saw a Jam Handy talking picture titled "Frigidaire's New Program," in which Mr. Biechler, Mr. Newell, and Lowell Thomas, the N.B.C. radio news reporter discuss activities planned by Frigidaire for 1933, and Mr. Thomas gives a word picture of the things he has learned from a tour of the Frigidaire plants.

Next picture shown was "New Business." In it, Mr. Newell, who is the entire cast, discusses the 1933 outlook as it concerns dealers, and makes suggestions for going after new business this year.

Introduced after this picture was F. R. Pierce, sales manager, who acted as master of ceremonies during the remainder of the day.

After a few introductory remarks by Mr. Pierce, A. J. Harrison of Frigidaire's Pacific coast regional staff appeared on the platform and told those present how they might use the economy-beauty-quality-convenience points in sales talks during 1933.

R. B. Ambrose, retail commercial sales manager, then spoke on "New Standards for a New Market," and Mr. Pierce gave the morning's closing address on "Sales Strategy."

Air conditioning was the first subject to come up for discussion at the afternoon session, with R. W. Pocock of the utilities division speaking on the product's 1933 market possibilities.

Then came a playlet dramatizing a new Frigidaire air-conditioning sales-making scheme. The skit was played by Mr. Pierce, Mr. Pocock, Mr. Ambrose, and A. D. Farrell of the window displays department.

C. E. Quigley of the general sales staff and H. F. Lehman, commercial sales manager, addressed the distributors on commercial sales plans for the new season.

Another talkie, "Signs of the Times," was then presented. It shows how Frigidaire's new commercial sales plan may be applied by commercial salesmen. Still another picture, rushed by special plane from New York City, was itled "Strange Interviews," and showed how the Frigidaire Standard Plan of household selling may be used to increase sales.

"All Aboard" was the title of the afternoon's final playlet. It had a definite point—stop sitting and start selling—and was played by R. L. Windgarner and F. W. Beecher of the household division, C. J. Allen of the sales planning division, R. T. Potter of the sales department, Mr. Quigley, and George S. Jones, Jr., manager, public utilities division.

Master of Ceremonies Pierce made the final address of the afternoon, "Frigidaire Marches On," at the close of which there came great blasts of march music from backstage amplifiers, with the words "Frigidaire Marches On" appearing on the stage in great silver letters.

Following each of the product presentations made at distributorships and branches in 36 key cities this month, factory commercial contact men will hold two-day commercial sales schools at the distributorships with all commercial salesmen of the organizations.

The four convention crews which left March 4 to introduce the '33 line are led by F. R. Pierce, sales manager; H. F. Lehman, commercial sales manager; J. J. Nance, manager, sales planning division; and George S. Jones, Jr., manager, public utilities division.

Mr. Pierce's party consists of R. B. Ambrose, retail commercial sales manager; Ellsworth Gilbert, household division; R. W. Pocock, public utilities division; Alfred D. Farrell, manager, exhibits and window display division; Insco Williams, Howard Leis, R. H. Huston, and Clarence Liesman, sales department representatives. This group opens at Roanoke and will visit Norfolk, Baltimore, Pittsburgh, Cleveland, Rochester, N. Y., Boston, Philadelphia, and New York City.

Mr. Lehman's crew is made up of Frank C. Lyons, director of education for the company's air-conditioning division; D. T. Hayward, household division; J. F. Cain, household division; F. J. Cotton, public utilities division; P. F. Bunger, display and exhibits division; Don Frank, air-conditioning division; and W. H. Mendham, regional representative. This party opens in Chattanooga and will visit Atlanta, Jacksonville, Miami, New Orleans, Memphis, St. Louis, Indianapolis, and Cincinnati.

Mr. Nance's group is made up of Charles J. Allen, sales planning division; C. E. Quigley, general sales staff; F. W. Beecher, household division; R. L. Winegarner, household division; R. T. Potter, H. W. Davy, and W. E. Brown, sales department representatives. The Nance party opens in Wichita and will visit Oklahoma City, Kansas City, Omaha, Sioux City, Minneapolis-St. Paul, Milwaukee, Chicago, and Detroit.

Mr. Jones' convention party is made up of A. J. Harrison, Pacific coast regional staff; Joseph W. Thiele, sales planning division; H. H. Schnable, regional representative; A. G. Letherby, commercial sales division; Joseph Nahstol, exhibits and window display division; H. P. Norris, L. A. Hanlein, and G. W. Shane, sales department representatives. This group opens in Fort Worth and will play Houston, San Antonio, Los Angeles, San Francisco, Portland, Salt Lake City, Denver, and Billings.

Patents allowed and pending

Motor Noise Not A 'Necessary Evil' with Howell Motors

TEST specifications for the Howell Capacitor Start Motor call for *better* than the "accepted" limits of motor noise.

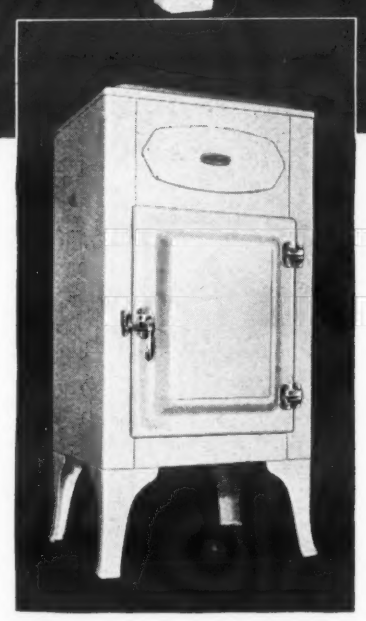
The Howell Motor is extra quiet.

Noise measurements are made on each motor, and kept within specification limits as readily as other motor characteristics, such as torque and currents.

This uniformity and instrument measurement of motor noises to a definite specification, safeguards the refrigerator manufacturer—the dealer—and the ultimate buyer.

Howell Electric Motors Co.
Pioneer Builders of Capacitor Start Motors
Howell Michigan
Motor Manufacturers for 18 Years
Howell Sales and Service in over 50 principal cities

HERE is the most sensational selling feature ever thought of in ELECTRIC REFRIGERATION . . . the most sensational advance in cabinet design since the first icebox was brought out . . . a feature so self-evident, so new, so convenient and helpful that every housewife, after one glance will say: *"That's what I must have!"*



LOOK

The

SHELVADOR

U. S. PATENT 1898922

An exclusive patented feature of the NEW CROSLEY *Electric* REFRIGERATOR

See at a glance the wonderful convenience of the SHELVADOR

NOW the housewife merely opens the door . . . and *there* is the egg, bacon or the orange, or the butter, or any other small and ordinarily hard-to-find thing! It's on its shelf in the door. No reaching. No searching. No stooping. No lost time. No spilled food. *There* is what *you're* looking for.

Increases "Usable" Capacity 50%

Shelvador makes the "small" refrigerator "larger" by increasing its usable capacity. Try to put everything that goes into the Shelvador into your refrigerator and you'll be amazed. An orange takes as much "shelf room" as a bottle of milk in the ordinary refrigerator . . . In the Shelvador it only takes as much room as an orange should.

An Exclusive Crosley Feature

Shelvador is the newest and most important improvement in electric refrigeration since the invention of this great home necessity. To buy an electric refrigerator without the Shelvador is not only to deprive oneself of the great convenience and economy of Shelvador, but is to buy something already out-dated. For no electric refrigerator can possibly be modern in the fullest sense without this feature. SHELVADOR is an exclusive, patented feature of the new Crosley Electric Refrigerator. No other refrigerator manufacturer dare use it. Insulation is not sacrificed in the Shelvador. The exterior of the door is extended to permit the use of a standard thickness of insulation.

Low Cost—High Quality

When you buy a Crosley Electric Refrigerator, you not only save money on first cost, because of Crosley's quality-mass production methods; but you also save money because of the greatly enlarged "usable" capacity of the Crosley Electric Refrigerator due to the Shelvador. If the Crosley Electric Refrigerator did not have the Shelvador, it would still be the world's most remarkable refrigerator value. With the Shelvador, it goes so far beyond the ordinary concept of "your money's worth" that there is nothing with which the value may be compared.

Additional Features of Crosley Electric Refrigerators

CAPACITY of the Crosley Refrigerators is as follows: Model D-35, 3½ cubic feet NET, D-45, 4½ cubic feet NET; Model D-60, 6 cubic feet NET, N.E.A.M. rating.

SHELF AREA of Model D-35 is 8 square feet; of Model D-45 is 10.6 square feet; of Model D-60 is 11.5 square feet, N.E.M.A. rating.

INTERIOR ILLUMINATION — All models are illuminated inside by an electric light in standard size receptacle, which is automatically lighted by opening the door.

THE UNIT in all models is completely self-contained and is easily removable.

COMPRESSOR in all models assembled with motor on metal base suspended by coil springs to eliminate vibration.

CONDENSER in all models is of maximum capacity with forced air cooling for greater efficiency. Condenser mounted rigidly on steel base frame.

UNIT BASE when mounted in cabinet forms a double seal to insure more efficient insulation between cold food compartment and unit.

ICE TRAYS—Model D-35 has two ice trays each holding 21 cubes, 42 in all. Model D-45 has three ice trays, 21 cubes in each tray, 63 cubes in all. Model D-60 has three ice trays, and one double depth dessert tray, 21 cubes in each tray, 63 cubes in all. In other models additional space is provided for an extra single tray or a double depth tray—available at slight additional cost.

HARDWARE on all models is brass, chromium plated. Automatic spring-closing lock on door.

INSULATION—Models D-35 and D-45 have 3″ thicknesses of insulation on top, sides and bottom. Model D-60 has 3½″ thicknesses of insulation on top, sides and bottom.

IN ADDITION—Flat top convenience. Broom high legs. Refrigeration unit out of sight, but easily removable. Beautiful lacquered cabinets. Interior of white porcelain.

MODEL D-35 NET contents, 3½ cubic feet; Shelf area, 8 square feet. Overall Dimensions—Height, 50⅝″; Width, 23⅞″; Depth, 24″; Leg Height, 10⅞″. No. ice trays, 2; No. ice cubes, 42.
With Shelvador $95

MODEL D-45 NET contents, 4½ cubic feet; Shelf area, 10.6 square feet. Overall Dimensions—Height, 56⅞″; Width, 23⅞″; Depth, 24″; Leg Height, 10⅞″. No. ice trays, 3; No. ice cubes, 63.
With Shelvador . . . $105

MODEL D-60 NET contents, 6 cubic feet. Shelf area, 11.5 square feet. Overall Dimensions—Height, 57½″; Width, 29½″; Depth, 25⅞″; Leg Height, 10⅞″. No. ice trays, 3; No. ice cubes, 63.
With Shelvador . . . $130

All Prices Include Delivery . . . Installation . . . one year's service . . .

Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.

The Crosley Radio Corporation
Powel Crosley, Jr., *President*
Home of "*the Nation's Station*"—WLW
CINCINNATI

CROSLEY *Electric* REFRIGERATOR WITH SHELVADOR

ENGINEERING

RAILWAY SYSTEMS DESCRIBED BY WOOD

(*Concluded from Page 1, Column 1*)

measure surface temperatures accurately was evidenced several years ago, Mr. Lindsay related, when he and several other engineers made an extensive test of ice-refrigerated freight cars. The new instrument reads considerably higher than prevailing types used for this purpose, he stated.

Mr. Wood recalled some of the earliest patents on refrigerated freight cars (1880), first experimental cars (1908), and by 1924 the existence of many patents. In 1925 the first practical car was built in Chicago, and shortly after that the Safety Car Heating and Light Co. began building the Silica-Gel cars of which there are about 80 now in service, Mr. Wood said.

In this last period of development, the Lightfoot-Stone refrigerated car was built in England using a compression system of refrigeration operating from an axle drive, while in Belgium a car was designed for use with a Diesel engine.

There are two principal classes of refrigerated car service, Mr. Wood explained. One is for meat, poultry, and dairy products, while the other is for transportation of fruits and vegetables.

In the first class, meat packing companies generally use privately owned or leased cars, initial icing usually being done by the packer and subsequent icings being done by the railroad as the car travels to its destination. Icing costs run around $300 per year, he said. When a car is used in express service, the icing costs are of lesser importance.

For fruit and vegetable service the railroad companies usually bear the responsibility for refrigeration and preservation of the goods shipped, he said. The railroads make a flat charge on the basis of published rates. In the winter the cars must frequently be heated by stoves or salamanders to prevent freezing of the produce.

At the present time shippers are not inclined to pay much of a premium for mechanical refrigeration instead of ice, he stated.

He cited the advantages of more even temperatures, greater service with mechanical refrigeration (since icing isn't necessary), and elimination of delays in transit. Running time of a shipment can be improved about 10 per cent, he estimated, and since mechanically refrigerated cars can be worked harder, 25 to 30 per cent more service is possible. On this basis, he figured that if an ice-refrigerated car earns $300 per year in packers' service, a mechanically refrigerated car would easily earn $400 per year.

Designed mainly for packers' service, the Frigidcar of the North American Car Corp. maintains a 35° F. temperature with an axle-driven ammonia refrigeration system. It uses a two-cylinder 3½x3½-in. air-cooled Baker compressor pumping gas into an air-cooled condenser on top of the car. A total of 3,600 lbs. of brine is contained in the brine tanks, one at each end of the car.

Greatest problem in design of the system was to provide the ruggedness and strength of materials necessary for the severe service of freight car operation, Mr. Wood explained. There was no satisfactory means of figuring or determining beforehand the necessary factors of strength except by experimentation—by building a car, testing it with severe shocks, and strengthening the parts that broke down.

The compressor is belted to attain its rated speed of 350 r.p.m. when the train is traveling 26 miles per hour, he said.

First cars produced had two expansion valves, one for a brine tank and one for the direct expansion coils. Balanced operation of the two valves was difficult, so later models use only one valve, thermostatically controlled.

Another serious design problem was compensating for shocks between the axle drive and the compressor, Mr. Wood continued. This was finally solved by developing a multiple V-belt drive with deep grooves on the pulleys to keep the belts on regardless of misalignment caused when the car ran on curves, and with a tension device on the driven pulley to give a varying pulley center. For pre-cooling before the car goes on the road, a 5-hp. Allis-Chalmers motor is provided.

Early models of the car had the liquid receiver inside the car, but to keep this heat outside, it was later installed on the outside. Another improvement was the adoption of seamless steel tubing in all parts of the system.

The 1933 model, on which complete information is not yet available for discussion, uses less power, Mr. Wood claims, to produce more refrigeration. It employs a smaller compressor, is lighter in weight, and has a new method of keeping liquid slugs from entering the compressor.

Mr. Wood reported that one car has been built with the York Kold-Trol system using solid CO_2 and methyl chloride as a secondary refrigerant.

Toward the end of his talk, several questions were asked Mr. Wood. One engineer wanted to know what temperature is reached by the air-cooled condenser. Mr. Wood said about 350° F.

Another engineer wondered whether there was any decomposition of the ammonia or oil at that temperature. He answered that there was no measurable amount of decomposition of either, although purging of the system is needed more often in summer than in winter.

One of the men asked how the car would take care of a heat load introduced by a shipment of hot fruit from the fruit-producing areas. Mr. Wood said this would be cooled by the brine, and that in the railroad station from 18 to 20 hours would be sufficient to freeze the brine before loading, starting with car and brine temperatures of 75° F. and an outdoor temperature of 85° F.

At the end of the meeting a discussion developed between Gardner T. Voorhees, consulting engineer, and Mr. Lindsay about the relative importance of surface temperatures. Mr. Voorhees contended that the surface or skin temperature is of little importance, while Mr. Lindsay pointed out that in trucks and other refrigerated carriers affected by rays of the sun, the structures have small capacity for holding heat, and surface temperatures are more significant than in heavy cold storage buildings.

3 NEW SERVICE MANAGERS NAMED BY COPELAND

MT. CLEMENS, Mich.—Appointment of three regional service managers was announced today by George C. Licence, service manager of Copeland Products, Inc., Mt. Clemens, Mich. They are W. M. Saunders in the New England and Middle Atlantic states, J. H. Stubbs in the Mid-Western states, and W. R. MacFadden in the Southwestern states.

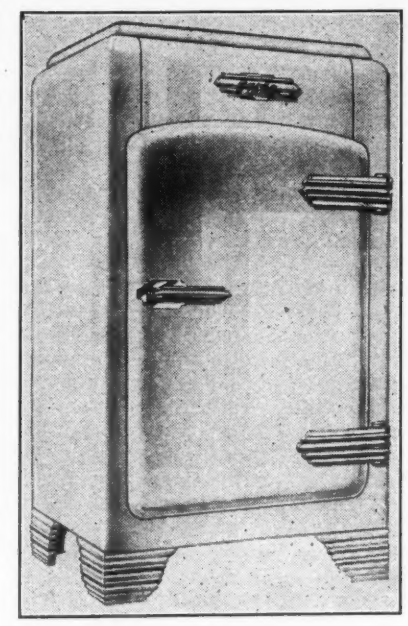
Fleetwood to Make Carba Household Refrigerator

(*Concluded from Page 1, Column 5*)

the Carba household refrigerator employs a refrigeration-producing system housed in a dome atop the cabinet. In the new Fleetwood model, this dome is enclosed in the top of the cabinet structure.

Mr. Sechrest claims that only one icing of from 12 to 18 lbs. of solid CO_2 per week is required by the household boxes. The non-mechanical temperature control gives a range of cabinet temperature from 15 below zero to 40° F. above.

Prices of popular sizes range from $40 to $90, he states.



The solid CO_2 compartment is housed in the top of the cabinet.

NEW GENERAL ELECTRIC CAPACITOR MOTOR BUILT

SCHENECTADY, N. Y.—A new capacitor motor for refrigerator applications is being introduced by General Electric Co. The new motor has drip-proof end flanges, simplified connections, a smaller capacitor case, and a larger oil capacity.

The new end flanges prevent any foreign material from dropping into the motor. A new terminal box is cast in one end flange. On the terminal board in this box are three terminals, two of which are connected to the motor leads. The third terminal is a dummy, provided for easy connection of the cold control leads.

By proper use of these three terminals, the necessity for any soldered connections or special connectors is eliminated. The terminal box covers have a lead clamp which will hold securely twin rubber-covered cables without the aid of lead anchors.

This cover is reversible and the terminal box is provided with slots at both top and bottom so that the leads may be brought in where desired. The direction of rotation may be changed by interchanging the motor lead at the terminals.

Changes in the bearings of the motor have doubled its oil capacity. All of the oil is held in suspension in the long fibre, pure wool yarn with which the bearings are filled, precluding the loss or spillage of oil during handling or shipment. Improved methods of finishing bearing bores give a highly polished bearing surface.

In the end flanges of the motor is a device to cushion any longitudinal movement of the rotor. This device has no loose parts to be lost when the end flanges are removed, and no spring to cause constant friction and power losses, its designers state.

The capacitor is substantially smaller than previous units. An all-steel spring base furnishes a resilient mounting.

STORAGE CABINET USES G. E. JUNIOR AS COOLER

NEWARK—The Harrison Cabinator, a cabinet for storage and serving of beverages in which a G. E. 'Junior' model refrigerator is incorporated, is being manufactured and distributed by E. H. Harrison & Bro. of this city.

Space is provided in the right side of the Cabinator for a G. E. model E-4 refrigerator, which can be slid in from the rear on skids. The cabinet is open in the rear to provide for this, and also to secure adequate ventilation for the unit.

On the other side of the cabinet are compartments for private stocks, a serving tray, and a beverage case.

Private stock compartment is provided with lock and key. Exterior has paneled front and plain paneled ends and top. Top has alcohol resisting finish. Cabinator is 44 in. wide, 53 in. high, and 27 in. deep.

LEITNER INTRODUCES SERVEL-COOLED BAR

(*Concluded from Page 1, Column 2*)

stalled in a compartment below the draft arms and drain. A Servel machine was used in the demonstrator model.

Present sales plans include the merchandising of the Port-A-Bar through refrigeration distributors, according to L. Katzman of the Leitner firm. Distributors will buy the cooler without a refrigerating machine, installing the make of refrigeration they regularly handle.

In each end of the bar are insulated compartments (2 in. of cork) large enough to hold a regulation one-half barrel. Finned coils in these compartments are designed to maintain temperatures of 40° F. These coils are furnished by the Commercial Coil & Refrigeration Co., Chicago. A temperature control switch provides a range from 32 to 50° F.

In the same chamber with the refrigeration compressor is an air compressor, driven by a ¼-hp. motor, which automatically produces a pressure of from 10 to 12 lbs. to force the beverage from the two half barrels up to the water-flooded tank immediately in front of the two draft arms. This tank is also refrigerated by finned coils to a 40° F. temperature. Immersed in the tank are ⅜-in. block tin cooling coils.

Exterior panels are finished in porcelain of various colors, trimmed with stainless steel. A walnut wood raised edge is provided on three sides of the car. Hardware is chromium plated. Overflow is drained to a waste receptacle in the bottom of the cabinet.

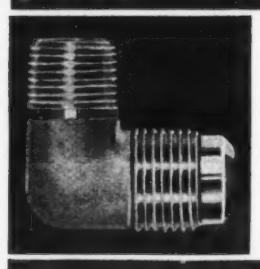
Total weight with refrigeration and air compressors is 875 lbs. With both compressors installed, the price is $650.

OAKLEY AND FISKE SPEAK TO PHILADELPHIA A.S.R.E.

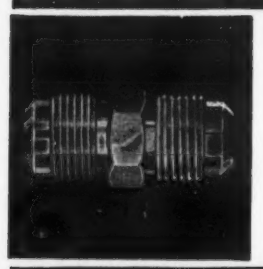
PHILADELPHIA—A. W. Oakley, president, and D. L. Fiske, secretary, American Society of Refrigerating Engineers addressed the local section of the A.S.R.E. here Monday night, Feb. 27.

Mr. Oakley gave an illustrated talk on "Present Practices in Modern Cold Storage Plants," covering building construction, insulation, temperature and humidity control, ozone equipment, compound compressors, and pipe line refrigeration. Mr. Fiske outlined the work being done by the society in improving the science of refrigeration.

BUILT RIGHT—TO STAY TIGHT



BUILT RIGHT—TO STAY TIGHT



BUILT RIGHT—TO STAY TIGHT

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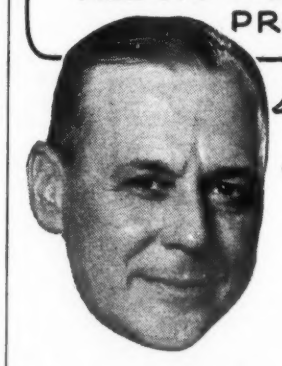

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BRUNNER MANUFACTURING CO. » UTICA, N.Y.

ENGINEERING

DETAILS GIVEN ABOUT G.E. COMMERCIAL LINE

(*Concluded from Page 1, Column 4*)

evaporators has been added to the G. E. line, so that it will be possible to meet the requirements of large and small commercial refrigerators where the conventional type of low-side equipment is desired or specified.

The new "Conditioned-Air" chilling units are of the dry-expansion type, and are divided into three classes. The first class is composed of four models designed for service refrigerators and walk-in coolers. In the construction of these units, the motor and fan are enclosed in one end of the box-like chilling unit, with the wet plates in the other.

The four models in this class have capacities of 2,500, 2,500, 3,500, and 7,000 B.t.u.'s per hour, respectively.

The second class is comprised of two models built for double-duty (with upper and lower refrigerated compartments) display cases. These chilling units are constructed with motor and fan suspended over the top of the wet plates. The two units of this type are rated at 2,500 and 3,500 B.t.u.'s per hour, respectively.

The third class consists of two models built for single-duty (with display compartment only refrigerated) display cases. In construction these units are somewhat similar to those in the second class, being longer and not so high. The fan and motor are in the top, but are enclosed. These two units are rated at 2,500 and 3,500 B.t.u.'s per hour, respectively.

In the operation of the "Conditioned-Air" chilling units, forced-draft circulation is employed, air from the food compartment being forced over and across wet plates which are formed in tunnel shapes. The wet plates are just cold enough so the moisture will not be frozen on the plates.

These cold plates (1) wash the odors from the air; (2) cool the air to the proper temperature.

The new series of commercial condensing units has a range in capacity from 110 lbs. to approximately 2 tons of refrigerating effect per 24 hours, with the compressors powered by motors ranging in size from ¼ to 3 hp.

With the exception of the smallest model, which is of the rotary type, all of the compressors are of the vertical, reciprocating, single-acting type, using sulphur dioxide as the refrigerant.

Twin cylinders are used in all models except the CM-8 (2- and 3-hp. model) which has four cylinders. Crankcase and cylinders are semi-steel castings.

Models up to and including the one powered by a ¾-hp. motor have air-cooled condensers. The 1-hp. and 1½-hp. models may be had with either air-cooled or water-cooled condensers. The 2-hp. and 3-hp. units are water cooled.

Seamless finned copper tubing is used in the air-cooled condensers. Cooling is by forced air circulation from two fans; one in the compressor pulley and the other on the motor shaft. The blades of the former are cast in one piece with the pulley. Fan on the motor pulley is of the McMahon design.

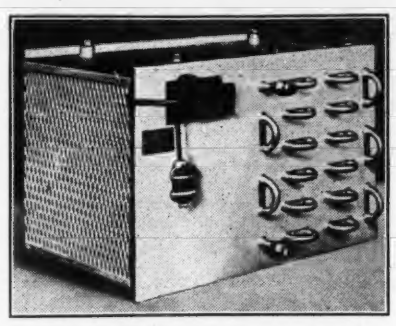
On the water-cooled models, a double-tube condenser of seamless copper tubing is used. A counter flow arrangement assures good efficiency.

The liquid receiver is of the horizontal type, made of seamless steel tubing with the ends spun over. Shut-off valves are provided at the inlet and outlet to the receiver.

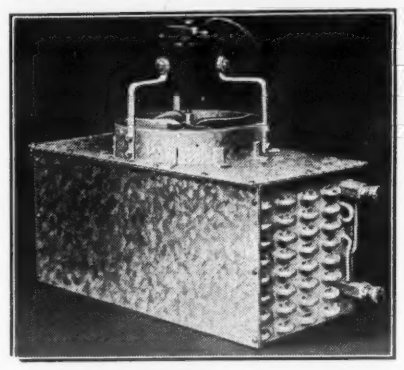
Each condensing unit is equipped with a suction pressure control with a quick-break switch mechanism. Water-cooled models have an adjustable self-closing type water control valve actuated by condensing pressure.

A thermal overload motor protective device with reset button is furnished with each condensing unit, this device to be mounted on the wall by the installer. All units larger than 1 hp. will be equipped with a high pressure cut-out incorporated in the back-pressure control.

Conditioned-Air' Units

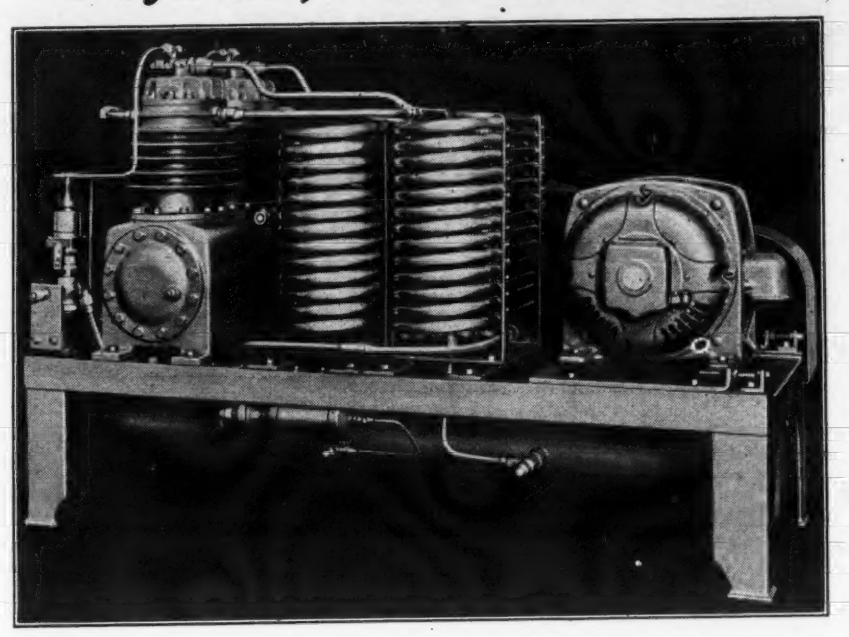


For wall-type refrigerators



For double-duty display cases

4-Cylinder, Water-Cooled G. E.



The largest model of General Electric's new line of commercial condensing units has a capacity of two tons when driven by a 3-hp. motor.

Specifications

Type	Condensing Medium	Motor Hp.	Compressor Speed	No. of Cyl.	Bore, In.	Stroke, In.	Dimensions, Inches Long	Wide	High	B.t.u. Hr. ASRE Rating
CB-32A	Air	¼	600	Rotary Type Displacement .671 cu. ft./min.			16¾	16	15¼	600
CM-4A	Air	1/3 ½	400 400	2	1⅝	1⅝	22	15⅞	20¼	1500
CM-5A	Air	¾	400	2	2	2½	28½	16½	24¼	2800
CM-6A	Air	1 1½	275 325	2	2½	3½	36⅜	21⅞	31⅜	4800 5400
CM-6W	Water	1 1½	375 375	2	2½	3½	39⅜	17⅜	31⅜	6300
CM-8W	Water	2 3	375 375	4 4	2½	3½	48⅜	23½	31⅜	12600

M. G. MUNCE TALKS ON ICE PLANT OPERATION

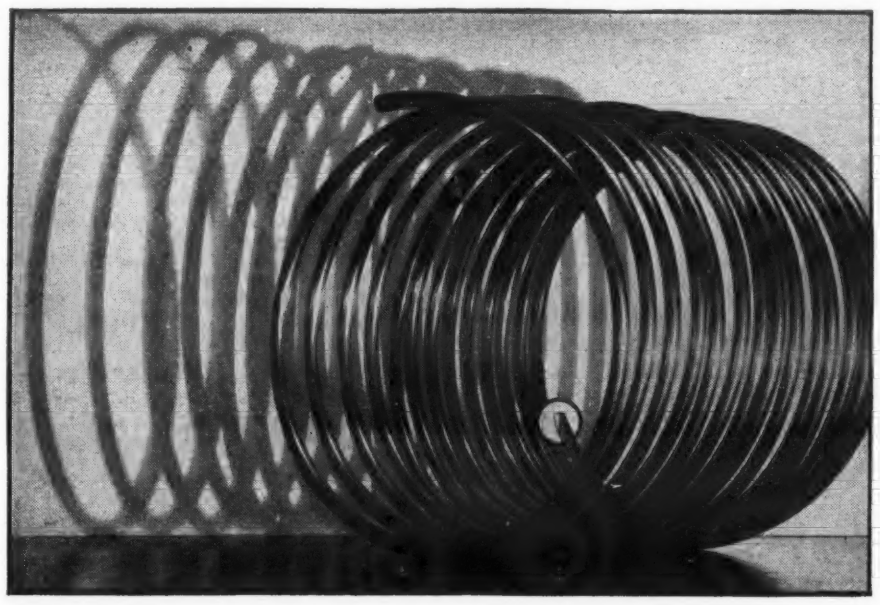
NORFOLK, Va.—Principal items governing power cost per ton of ice manufactured are plant design, load factor, intelligent operation, and power rate, M. G. Munce, Washington branch manager of the York Ice Machinery Corp., said in a recent address before the Virginia Ice Manufacturers' Association here recently.

With respect to plant design, Mr. Munce urged operators to consider carefully the influence of ice storage capacity on the power cost per ton, and whether the equipment is sufficiently flexible to take advantage of economies possible during off-season and winter periods.

"If your plant was designed for one load factor, and you are operating with quite a different one, you are probably being penalized in power costs," he said. "You may be able to restore the originally anticipated load factor by shifting some load to or from another plant," he suggested.

Of the four factors, intelligent operation is of greatest interest because no increased investment is involved, he believes. Intelligent operation is operation of any given plant with any given load factor, at the least expense to the owner, Mr. Munce stated. He urged the operators to take regular readings of their kilowatt-hour meters, and compare the power consumption from day to day.

Last-discussed factor was power rates. Granting that the reduction of power rates was somewhat beyond the scope of his discussion, Mr. Munce defined the terms energy, kilowatt hours, demand, power factor, etc. which affect a power company's determination of rates, and told the plant operators how to keep down their demand by regular attention to these factors.



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Stock sizes are 1/4 in., 3/8 in., 7/16 in., 1/2 in., 5/8 in., and 3/4 in., all in .035 in. gauge. Heavier gauges can be made to order. Stock coils are 25, 50 and 100 feet long. Longer lengths can be supplied at short notice.

French Deluxe Copper Refrigeration Tubes are free from oxide and foreign matter. Each coil is *completely* dehydrated sealed, rigidly tested and reaches you ready for use. For manufacturers who prefer to do their own dehydrating, the French Manufacturing Company produces copper tubes dried (commercially dehydrated), with either open or closed ends.

All French Copper Refrigeration Tubes possess the requisite properties for lasting, dependable service. Their grain structure is uniform. This important quality is in every coil because highest metallurgical skill, long manufacturing experience and only the best of raw material go into their production. Additional information will be furnished upon request.

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FRENCH REFRIGERATION TUBES

REPUBLIC STEEL ENGINEER ADDRESSES A.S.S.T.

YOUNGSTOWN, Ohio — Earl C. Smith, chief metallurgical engineer of Republic Steel Corp. here, addressed a meeting of the American Society for Steel Treating at Muncie, Ind., March 1, on "Alloy Steels from the Manufacturer's Viewpoint." Mr. Smith's talk was on a correlation of factors affecting the manufacture, treatment, and applications of alloy steels of accepted and widely used analyses. He will also speak on the same subject at meetings of the A.S.S.T. at Buffalo on March 8, and at Rochester, N. Y., on March 9.

NEW HUMIDIFIER DESIGNED BY MURRAY & NICKELL

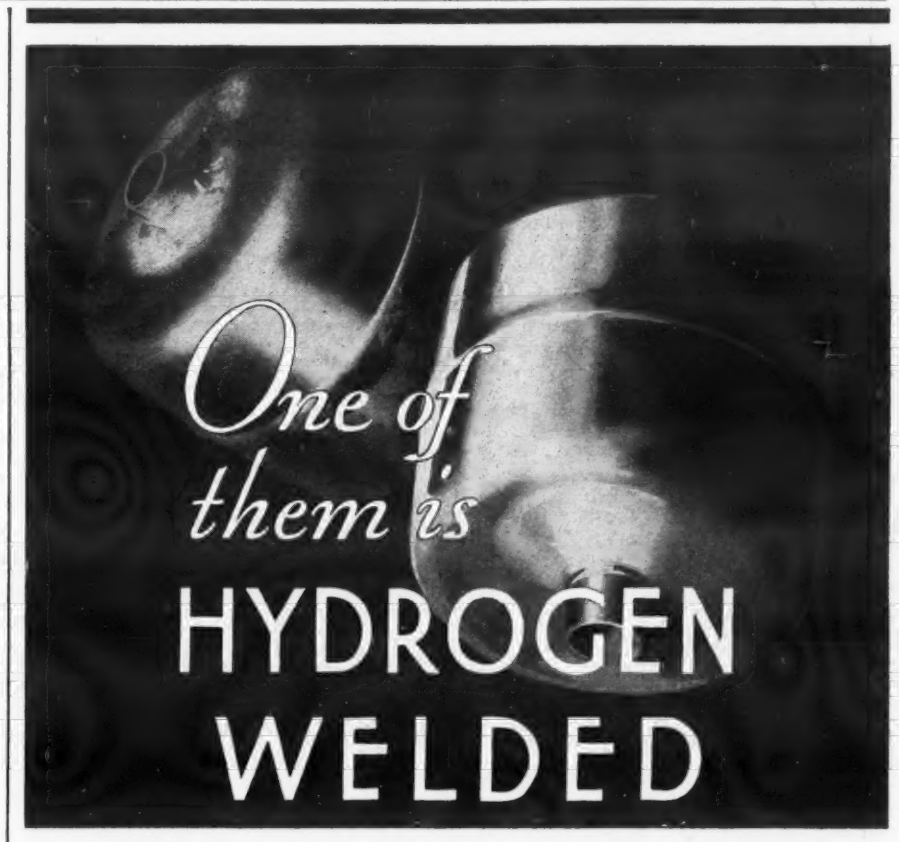
CHICAGO—Murray & Nickell Mfg. Co. of this city has just placed on the market its Murnick humidifier for homes and offices.

The new humidifier is housed in a rectangular case, and is portable, according to F. Van Inwagen. It uses a 34-watt motor which drives a fan to force air through a wet linen labyrinth. The wetted linen cloths absorb dust and dirt, and add moisture to the air.

Linen screens may be removed and washed, the manufacturer states. All metal parts are of copper or brass. The device may also be used with oils, perfumes, or cold remedies.

REINKE JOINS L. M. PAYNE, ALFOL REPRESENTATIVE

DETROIT—Floyd C. Reinke, formerly with the Air-O-Cel Co., has joined the L. M. Payne at 2-123 General Motors building, to handle sale of Alfol aluminum foil insulation in the Michigan territory as far south as Toledo.



Compare these two floats! The one in the foreground is absolutely clean, free from scale both inside and outside. There has been no apparent application of metal, no fusion, no distortion. The neat, unmarred contour has every appearance of being a single piece of metal!

In one passage through the Bundy Hydrogen-Electric-Welding furnace the parts have been welded into a solid, gas-tight unit—every joint stronger than the steel itself! By this process the most complicated assemblies may be welded at one time; costly castings and forgings may be replaced by inexpensive stampings.

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Bundyweld double-walled tubing is rolled from strip steel, and Hydrogen-Electric-Welded into a solid, continuous, gas-tight structure. Both inside and outside are copper-coated; both absolutely clean and free from scale. I.D. and O.D. are held to limits of .003". Its great strength and resistance to vibration recommend Bundyweld tubing for such applications as gas and oil lines, hydraulic brake lines, conduit tubes, vacuum lines, etc. Available in sizes of ⅛" to ⅝" O.D., lengths, coils, or completely fabricated. Quotations furnished on blueprint or sample.

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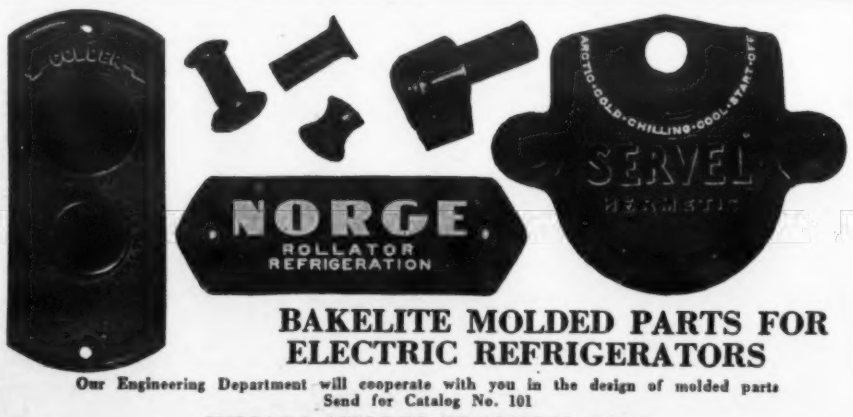

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2155 Walnut St. Chicago, U. S. A.

PATENTS

ISSUED FEBRUARY 21, 1933

1,897,997. ABSORBER FOR REFRIGERATING SYSTEMS. Earl Babcock, Chicago, Ill., assignor to The Hoover Co., North Canton, Ohio, a Corporation of Ohio. Filed April 2, 1931. Serial No. 527,073. 8 Claims. (Cl. 261—119.)

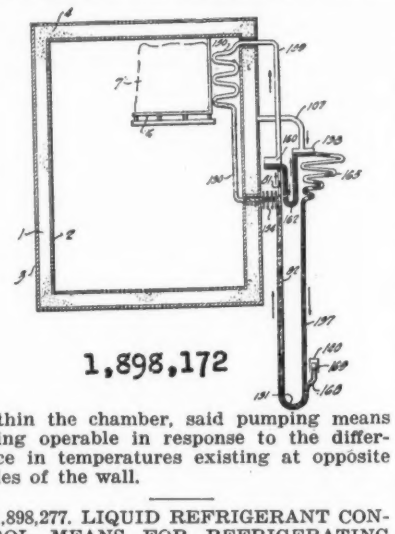
1. An absorber for refrigerating apparatus comprising a plurality of vertically disposed cylinders, spaced plates located in said cylinders and dividing the same into compartments, a plurality of pipes for connecting said compartments in series in staggered relation so that a compartment in one cylinder is connected to a compartment in another cylinder and a compartment in the last mentioned cylinder is connected to a compartment in the first mentioned cylinder and means for circulating gas through said compartments and pipes, the arrangement being such that the gas will pass through a compartment and then through a pipe into a compartment into another cylinder.

1,898,027. AIR FILTER. Charles A. Winslow, Vallejo, Calif. Filed Jan. 10, 1929. Serial No. 331,488. 6 Claims. (Cl. 183—45.)

1. In an air filter, a casing formed by an outer endless foraminous wall, an inner endless foraminous wall spaced from said outer wall, and filter means in the space between said walls, said means comprising a backing of vegetable fiber adapted to be impregnated with oil with fibrous material of non-vegetable origin attached thereto.

1,898,172. VACUUM INSULATION. Daniel F. Comstock, Boston, Mass., assignor, by mesne assignments, to Stator Refrigeration, Inc., a Corporation of Delaware. Original application filed Sept. 7, 1928, Serial No. 304,589. Divided and this application filed March 30, 1932. Serial No. 602,008. 6 Claims. (Cl. 62—1.)

1. The combination of a heat insulating wall including a vacuum chamber and pumping means for maintaining a vacuum


1,898,172

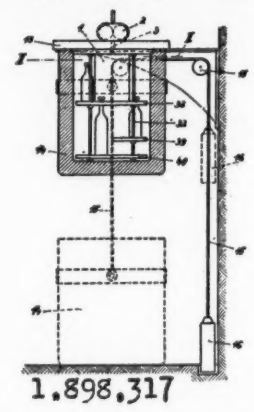
within the chamber, said pumping means being operable in response to the difference in temperatures existing at opposite sides of the wall.

1,898,277. LIQUID REFRIGERANT CONTROL MEANS FOR REFRIGERATING SYSTEMS. Ernest A. von Seggern, Los Angeles, and Henry E. von Seggern, Escondido, Calif. Filed Oct. 6, 1930. Serial No. 486,574. 13 Claims. (Cl. 62—115.)

1. In a refrigeration system, an evaporator adapted to contain liquid refrigerant, means for receiving the evaporated refrigerant from the upper portion of the evaporator and for compressing and supplying the same to the lower portion of the evaporator, a liquid refrigerant storage chamber communicating with the lower portion of the evaporator and adapted to receive the liquid refrigerant therefrom when the pressure in the evaporator becomes excessive, a water jacket surrounding said chamber, means for supplying cooling water to the jacket, and a precooling means in association with the evaporator and connected to and adapted to receive the water from the jacket.

1,898,317. REFRIGERATOR. Rudolf Schlenk, Vienna, Austria. Filed Sept. 16, 1930, Serial No. 482,322, and in Austria Sept. 17, 1929. 2 Claims. (Cl. 62—71.)

1. In a refrigerator the combination with a fixed immovable lid and a receptacle adapted to be lowered away from the said lid, and means for cooling the interior of the said receptacle, which means is attached to the said lid and so located as to occupy a position in the interior of the said receptacle when closed against the said lid.

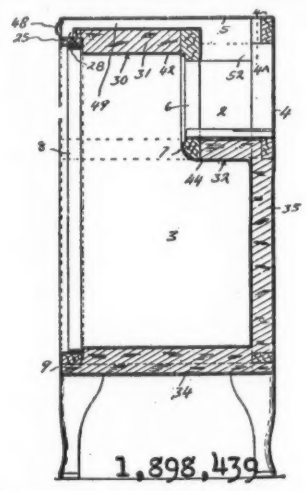

1,898,317

1,898,438. REFRIGERATING APPARATUS AND CABINET THEREFOR. Harold A. Greenwald, Detroit, Mich., assignor, by mesne assignments, to Kelvinator Corp., Detroit, Mich., a Corporation of Michigan. Filed March 31, 1930. Serial No. 440,556. 18 Claims. (Cl. 62—116.)

18. In combination, a refrigerator cabinet having a food compartment, and a machine compartment accessible from the food compartment, and being provided in advance of the food compartment with an opening, and completely assembled portable refrigerating apparatus having portions within each of the compartments aforesaid and bodily removable from the cabinet through said food compartment and said opening.

1,898,439. REFRIGERATOR CABINET CONSTRUCTION. Harold A. Greenwald, Detroit, Mich., assignor, by mesne assignments, to Kelvinator Corp., Detroit, Mich., a Corporation of Michigan. Filed March 31, 1930. Serial No. 440,557. 16 Claims. (Cl. 62—116.)

1. A refrigerator cabinet having as a rigid part thereof a food compartment opening and a chamber for refrigerating


1,898,439

apparatus, the chamber having an opening in line with said opening, and means independent of the opening for conducting air from a suitable source to the chamber to cool refrigerating apparatus therein.

1,898,440. REFRIGERATING APPARATUS. Harold A. Greenwald, Detroit, Mich., assignor, by mesne assignments, to Kelvinator Corp., Detroit, Mich., a Corporation of Michigan. Filed March 31, 1930. Serial No. 440,558. 6 Claims. (Cl. 62—116.)

5. A portable refrigerating apparatus substantially T-shape in plan and having the refrigerant high and low sides thereof in a common horizontal plane, the high side including a compressor, motor and condenser arranged in line and forming the head of the T, and the low side including a cooling unit projecting forwardly from the line at a point substantially midway of its ends and forming the stem of the T.

1,898,548. REFRIGERATING APPARATUS. Jesse G. King, Dayton, Ohio, assignor to Frigidaire Corp., Dayton, Ohio, a Corporation of Delaware. Filed Dec. 30, 1930. Serial No. 505,577. 9 Claims. (Cl. 62—126.)

1. An evaporator for refrigerating apparatus including a supply reservoir adapted to contain liquid refrigerant and a blanket of lubricant floating upon the liquid refrigerant, a refrigerant duct below the supply reservoir, means including a header connecting said refrigerant duct and said supply reservoir for concentrating the flow of gaseous refrigerant from the refrigerant duct to the supply reservoir for breaking the blanket of lubricant, and restricting means in the outlet of said gaseous refrigerant discharged from the header for increasing the velocity of the header.

1,898,560. SODA WATER FOUNTAIN. Stephen Mezzapesa, Brooklyn, N. Y. Filed Oct. 7, 1931. Serial No. 567,494. 10 Claims. (Cl. 62—89.5.)

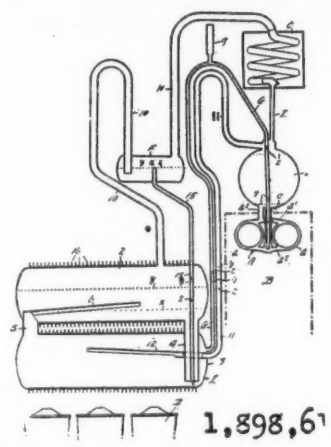
1. A soda water fountain having a foundation and a lining, the lining terminating below the top of the fountain, a refrigerating instrumentality occupying the space above the lining, a counter slab supported at the outer side of the fountain, and a display cabinet at the inner edge of the counter slab above the refrigerating instrumentality cooled thereby.

1,898,591. AIR CONDITIONING APPARATUS. Paul Mohler, Chicago, and Peter Frantz, Sterling, Ill., assignors to Watt Mfg. Co., a Corporation of Illinois. Filed Oct. 17, 1927. Serial No. 226,545. 9 Claims. (Cl. 261—103.)

1. In an air conditioning device, an inclosure, corrugated baffle plates secured to opposite walls of said inclosure and extending inwardly and downwardly in overlapping relation, said corrugations extending longitudinally of said plates, a layer of moisture absorbent material on each plate, partition means for forming a tortuous passage across said corrugations, means for automatically supplying moisture to the uppermost layer of absorbent material, paper sufficient to saturate all of said layers, said partition means providing dust collecting means below and contiguous to each turn of said passage along said plates, and a fan for causing air to flow through said passage across said corrugations and for discharging the same from said inclosure.

1,898,616. GENERATOR-ABSORBER FOR INTERMITTENT ABSORPTION REFRIGERATORS. Lee S. Chadwick, Shaker Heights Village, and Marc Resek, Cleveland Heights, Ohio, assignors to Perfection Stove Co., Cleveland, Ohio, a Corporation of Ohio. Filed Dec. 12, 1929. Serial No. 413,456. 11 Claims. (Cl. 62—118.)

1. A generator-absorber for intermittent absorption refrigeration apparatus comprising a structure enclosing an upper


1,898,616

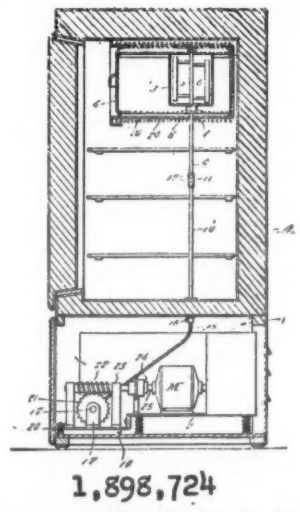
chamber and a lower chamber, means through which the top portion of the lower chamber communicates with the bottom portion of the upper chamber, means spaced therefrom through which the lower portion of the upper chamber communicates with the bottom portion of the lower chamber, and means within the upper chamber for directing the flow of liquid from the first mentioned communicating means toward the second mentioned communicating means, the upper chamber having a vapor outlet and the lower chamber a gas inlet.

1,898,706. REFRIGERATING APPARATUS. Edmund E. Allyne, Cleveland Heights, Ohio. Filed Aug. 16, 1930. Serial No. 475,666. 8 Claims. (Cl. 62—118.)

8. Refrigerating apparatus of the absorption type including a still-absorber, condenser, evaporator, a liquid seal trap for changing the flow of the gaseous refrigerant in the heating and refrigerating cycles, and means for dissipating any globules of liquid refrigerant returning to the trap during the refrigerating cycle, and comprising a receiving chamber in liquid and gaseous communication with the trap for collecting said liquid refrigerant and holding the same therein for dissipation by expansion prior to delivery to the trap.

1,898,724. MEANS FOR MAKING ICE CREAM IN AN ELECTRIC REFRIGERATOR. Albert R. Gifford, Los Angeles, Calif. Filed Sept. 23, 1931. Serial No. 564,677. 3 Claims. (Cl. 62—114.)

1. In combination with an electric refrigerator including its motor, a freezer located in the refrigerating chamber thereof,


1,898,724

means for operating the freezer from the motor, said means consisting of a pair of shafts, gears connecting the shafts together, clutch means for connecting one of the shafts to the motor shaft, a flexible shaft connected to the other one of said shafts, and a shafting connecting the flexible shaft with the freezer.

1,898,758. REFRIGERATING APPARATUS FOR PACKAGED GOODS. Robert Roger Bottoms, Louisville, Ky., assignor, by mesne assignments, to Vogt Instant Freezers, Inc., Louisville, Ky., a Corporation of Delaware. Filed Sept. 11, 1930. Serial No. 481,133. 20 Claims. (Cl. 62—104.)

1. A process of refrigerating material, which includes maintaining a body of volatile liquid refrigerant under a pressure permitting rapid evaporation, sealing said liquid from the outside atmosphere, and passing the material to be refrigerated into and out of the refrigerant without permitting escape of the latter to the atmosphere.

1,898,804. REFRIGERATING APPARATUS. Mustafa J. Ajam, Waltham, Mass., assignor to Devon Mfg. Co., Boston, Mass., a Corporation of Massachusetts. Filed June 27, 1931. Serial No. 547,201. 16 Claims. (Cl. 62—116.)

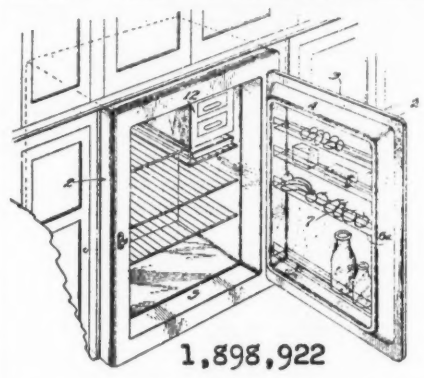
1. Refrigerating apparatus comprising a rectangular food compartment with vertical side walls and a horizontal top wall, a coolant circuit including a cooler tank, said tank having upper and lower surfaces with areas each equal to the major portion of the area of the top wall, said tank having a relatively shallow depth between said surfaces, and means supporting the tank with its upper surface entirely spaced from the top of the compartment to afford space for air circulation therebetween.

1,898,843. REFRIGERATOR CAR. Clifford Martin, Interlachen, Fla. Filed May 6, 1929. Serial No. 360,950. 4 Claims. (Cl. 62—117.)

1. In refrigerating apparatus for refrigerator cars the combination of a refrgerator car having a compartment therein, a refrigerant receiving unit in the car, means to discharge a cooled refrigerant to said unit, a condensing coil having a circulating connection with the last mentioned means and said unit for passage of the refrigerant therethrough, mounted exteriorly upon a side of said car, means for directing a circulation of atmospheric air along said condenser in a predetermined direction, said last mentioned means including a housing for the condenser having an opening at an end thereof, with means adjacent one end for positively forcing air through the side housing wall.

1,898,922. REFRIGERATING UNIT. Constance Lane West, Detroit, Mich., assignor to Frank R. West, Detroit, Mich. Filed March 9, 1932. Serial No. 597,714. 9 Claims. (Cl. 62—89.)

1. In combination with a refrigerator cabinet having insulated walls, and having a breaker strip adjacent the opening thereof, a cooling unit setting up circula-


1,898,922

tion of air in said cabinet, a door having a bulged out portion extending forwardly of the front of the cabinet to provide an additional storage space substantially in alignment with the breaker strip and subject to said air circulation within the cabinet.

1,898,977. VACUUM INSULATION. Daniel F. Comstock, Boston, Mass., assignor, by mesne assignments, to Stator Refrigeration, Inc., a Corporation of Delaware. Filed Sept. 7, 1928. Serial No. 304,589. 17 Claims. (Cl. 62—1.)

7. The method herein described which comprises maintaining a difference in temperature between two regions separated by a vacuum and maintaining the vacuum by the energy of the difference in temperature between the regions.

SERVICE FIRM FORMED IN PHILADELPHIA

PHILADELPHIA—London Berke & Co. has just been organized at the southwest corner of Fifth and Girard Ave. here to provide household and commercial refrigeration service in this territory. The new company is being managed by Samuel London and P. H. Berke, formerly with Trilling & Montague, Norge distributor.

• •
McCORD
REFRIGERATION
PRODUCTS
• •
Commercial Evaporators
Domestic Evaporators
Condensers
Easy-Out Ice Trays
Spiral Finned Tubing
Spiral Copper Finned Iron, Steel or Copper Pipe
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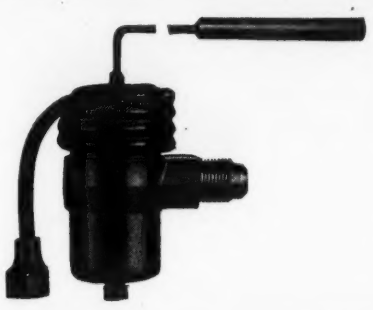
McCORD RADIATOR & MFG. CO.
DETROIT, MICH.

BUYER'S GUIDE



The PEERLESS THERMAL EXPANSION VALVE
(Pat. No. 1870090, Others Pending)

For use with Methyl Chloride and Sulphur Dioxide

The perfect thermostatic valve. The control always resides in the bulb due to the patented Peerless warming method. The PEERLESS will eliminate your expansion valve troubles.

List Price, $13.50. Write for bulletin.

PEERLESS ICE MACHINE CO., 515 W. 35th St., Chicago, Ill.

A NEW FIN COIL by PEERLESS

Wedge-locked and edge-locked aluminum fins on tinned copper tubing for methyl chloride, sulphur dioxide, F-12, etc.,—aluminum tubing for ammonia.
Absolute Metal to Metal Contact.
A Superior Coil in which Soldered Return Bends have been eliminated.
Priced to meet 1933 conditions.
Write—Wire for Catalog.

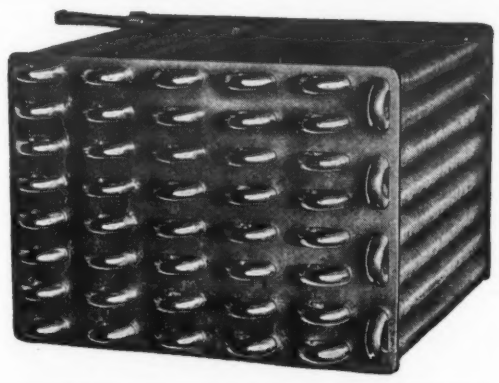
PEERLESS ICE MACHINE CO., 515 W. 35th St., Chicago, Ill.

REFRIGERATION SUPPLIES

We carry a complete stock of
EVERYTHING IN REFRIGERATION
including
"RANCO" THERMOSTAT CONTROLS
Save money, time and work—Buy everything from one source

MELCHIOR, ARMSTRONG, DESSAU CO.
116 Broad St. New York
1135 Callowhill St. Philadelphia
Statler Building Boston

ROME EVAPORATORS



Highest Efficiency
With Smallest Number of Joints

Rome-Turney Radiator Co.
Rome, N.Y.
Makers of Rome Condensers and Helical Finned Tubing

WE STOCK
for Many Standard Makes

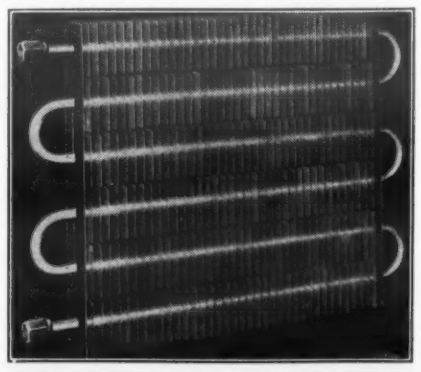
FLAPPER BLADES GASKETS
PISTON DISCS COPPER TUBE
PISTON RINGS BRASS FITTINGS
FLOAT VALVES NEEDLES
Or Will Make from Sample

COMMERCIAL DRY EXPANSION EVAPORATORS DOMESTIC

ICELESS REFRIGERATION ACCESSORIES COMPANY
2401-15 Chestnut Street Philadelphia, Penna.

They Have Their Place on Every Job
of handling refrigerators.
X-70 REFRIGERATOR TRUCKS fit all cabinets, with or without legs, or in the crate, eliminate one man on delivery and prevent damage to cabinet, floor or walls. Sturdy all-steel frame, 4" rubber tired wheels, one truck with top casters and handles for tilting and rolling into delivery truck and on stairs. Only pads touch cabinet. Complete set $34.50. Ball bearing swivel casters on one end $5 extra.
We also manufacture the new Balance Truck.
SELF-LIFTING PIANO TRUCK CO. FINDLAY, OHIO
Manufacturers of Trucks for 33 Years

"REMPE" SUPER COLD FIN COILS
for
Methyl Chloride, Ammonia, F-12 and Sulphur Dioxide



REMPE FIN COIL CO.
3000 W. CARROLL AVE.
CHICAGO KEDZIE 0483 ILL.

ANSUL SULPHUR DIOXIDE
The Ideal Refrigerant
made by the ANSUL CHEMICAL COMPANY
MARINETTE • WIS

QUESTIONS

White Frost Refrigerator

No 1100 (Manufacturers, Wisconsin)—"We are interested in learning the name of the firm which manufactured the White Frost refrigerator—which we understand was a refrigerator of the circular type. Is this firm still in existence, and is the refrigerator still being manufactured?"

Answer—The White Frost was an ice refrigerator built in a round cabinet of unique design by the Home Products Corp., Jackson, Mich. The company went out of business several years ago. Manufacturing was carried on in the factory now used by Sparks-Withington Co. to produce Sparton electric refrigerators.

Refrigerant Used in the Sanitice

No. 1101 (Contractor, New York)—"Have you any information as to the kind of refrigerant used in the Sanitice electric refrigerator built by Sanitice Corp. of New York City?"

Answer—No. Does anyone know the answer to this question?

Seals

No. 1102 (Manufacturer, Missouri)—"Kindly furnish us with the names and addresses of companies making seals for use with sulphur dioxide compressors."

Answer—Clifford Mfg. Co., 564 E. First St., Boston, Mass.; Mueller Brass Co., 1925 Lapeer Ave., Port Huron, Mich.; and Rotary Seal Co., 809 W. Madison St., Chicago, Ill.

List of Manufacturers

No. 1103 (Java)—"Where can I obtain a list of all manufacturers of household electric refrigerators?"

Answer—REFRIGERATION DIRECTORY and MARKET DATA BOOK. Price in U. S. $1.00 per copy. Other countries (except Canada) $1.50 per copy. The March 22, 1933, issue of ELECTRIC REFRIGERATION NEWS will carry complete specifications of all important makes of household electric refrigerators.

GRUNOW INTRODUCES LINE AT DEALER CONVENTIONS

(*Concluded from Page 1, Column 4*)

ager, said that national advertising will be started within the next 30 to 60 days, demonstrated apparatus for use by Grunow retail salesmen with which they can make ice in 3½ minutes with carrene, and outlined other sales aids offered by Grunow Corp.

Leonard Turnbull, president and general manager of Specialties Distributing Co., told his guests that the distributorship will use the radio extensively for advertising purposes.

C. E. Wexelberg of the Briggs Mfg. Co. and Mr. Gordon of the Commercial Investment Trust Co. spoke to the visiting dealers.

The same delegation of Grunow representatives held similar meetings in Buffalo on Feb. 27, Pittsburgh on Feb. 28, Cleveland on March 1, and Chicago on March 3.

500 Meet in Chicago

CHICAGO—Five hundred dealers from Chicago and northern Illinois attended the presentation of the new Grunow line which was made at the Medinah Athletic club here March 3, in a meeting sponsored by the Grunow Illinois Co., distributor for Chicago and northern Illinois.

Wm. C. Grunow headed the delegation of factory officials who addressed the dealers and outlined the merchandising and advertising program. Other officials who spoke included H. C. Bonfig, sales manager; Dr. J. D. Jordan, physicist and engineer; and J. J. Davin, sales promotion director.

L. W. Cohen, head of the Grunow Illinois Co., and H. A. Malcom, sales manager of the distributorship, also addressed the dealers.

Grunow at N. Y. Meet

NEW YORK CITY—More than 1,000 dealers from New York City and environs were introduced to the new Grunow refrigerator by a delegation of factory officials headed by W. C. Grunow, president of Grunow Refrigerator Corp., at a meeting held at the Pennsylvania hotel here Feb. 21.

The meeting was sponsored by Grunow Distributors, Inc., New York City; North American Radio Corp., New York City; and Grunow Products Sales Co., Newark, Grunow distributors with territories in New York and New Jersey.

Mr. Grunow made the initial and concluding addresses at the meeting, which was closed with a banquet. H. C. Bonfig, sales manager; Duane Wanamaker, advertising director; Dr. J. D. Jordan, engineer; and J. J. Davin, sales promotion director, were other factory officials who spoke.

In addition, executives of companies which are making important parts and materials for the Grunow refrigerator spoke before the dealers. Donald French, executive vice president in charge of research of Carrier Corp., talked about Carrene, the refrigerant. Jack Callahan, general sales manager of Briggs Body Co., discussed the cabinet. D. M. Cunnigham, sales manager of Dry-Zero Corp., spoke on insulation. Sales Manager D. C. Streeter of Du Pont-De Nemours Co., Inc., described the new Dulux finish.

Officials of the distributorships who spoke at the meeting included: Leonard C. Welling, president, and Gustave Kraus, Grunow Distributors, Inc.; Harry Goldman, president, and Dave Goldman, general manager, North North American Radio Corp.; Herbert Fink, president, and Bernie Reichman, treasurer, Grunow Products Sales Co.

Boston Convention

BOSTON—Presentation of the new Grunow refrigerator was made to electrical appliance dealers in the Boston area at a meeting held at the Hotel Statler here Feb. 24 by the F. D. Pitts Co., local Grunow distributor.

Frank Pitts, head of the F. D. Pitts Co., served as toastmaster, introducing Henry C. Bonfig, sales manager of the Grunow Corp.

Dr. J. D. Jordan, Grunow physicist and engineer, explained the operation of the Grunow unit and features of Carrene, the new refrigerant.

J. J. Davin, director of sales promotion, gave a sketch showing how salesmen could benefit by making demonstrations in the home.

200 Dealers Confer

MINNEAPOLIS—Approximately 200 dealers from Minnesota and the Dakotas attended the preview of the new Grunow refrigerator held at the Radisson hotel here March 1 under the direction of the Roycraft Co., Northwest Grunow distributor.

Features of the Grunow unit and cabinet construction were explained in the afternoon session by George Gaidzick. Following a banquet, Louis Cohen, who is leaving Minneapolis for Chicago to form the Grunow-Illinois Co., addressed the dealers.

LOCAL BUREAUS OUTLINE PLANS FOR SPRING SHOWS

(*Concluded from Page 1, Column 1*)

as the dates for its show which this year will feature electric refrigeration exclusively.

The Asbury Park, N. J., bureau has decided to hold a refrigeration exhibit in conjunction with the annual automotive and motor boat show scheduled for Easter week-end. The show will be held in the Asbury Park Casino on the board walk.

An electric refrigeration exhibit is one of the major activities planned by the Wooster Electric Division of Central Ohio Light & Power Co., at Wooster, Ohio, in its projected campaign of cooperation with the Electrical Dealers Association of Wayne county.

The Birmingham, Ala., bureau has set up a budget of $2,000 for a spring show, according to word received from R. P. McDavid, president of the bureau.

New officers of the Elgin, Ill., bureau have been elected as follows: Walter R. Juby, president; Charles Singer, first vice president; Ernest Ackeman, secretary and treasurer.

REFRIGERATION DISCUSSED IN RADIO PROGRAM

CINCINNATI—"Refrigeration" was the subject of the short talk given by the "Armco Ironmaster" during an interlude in the program of the Armco Band, given over radio station WLW here last Friday night.

Each Friday night, in the program sponsored by the American Rolling Mill Co., the "Armco Ironmaster" interrupts the music of the Armco Band long enough to present a brief silhouette of some industry.

MANSFIELD STORE OPENS WESTINGHOUSE DEPT.

MANSFIELD, Ohio—Schroer's department store, here, has established a Westinghouse electric appliance department. A large part of the first floor of the store has been turned over to the new department, and two display rooms have been built in which appliances are exhibited.

JOINS TEXAS DISTRIBUTOR

HOUSTON, Tex.—J. A. Bertha, formerly assistant district sales manager for Kelvinator Corp. with headquarters at Dallas, has joined the organization of the Straus-Bodenheimer Co., Kelvinator distributor in Houston, as sales manager.

CLASSIFIED

PAYMENT in advance is required for advertising in this column.

RATES: Fifty words or less, one insertion $2.00, additional words four cents each. Three insertions $5.00, additional words ten cents each.

REPLIES to advertisements with box numbers should be addressed to the box number in care of Electric Refrigeration News, 550 Maccabees Bldg., Detroit, Mich.

EQUIPMENT WANTED

WE WILL BUY your surplus stock of REFRIGERATORS, providing they are new and in original crates. Also repossessed refrigerators in good condition. We are particularly interested in four and five cubic foot boxes, and will pay cash for all purchases. A. B. C. Refrigerator Service, Inc., 1755 Jerome Ave., Bronx, N. Y. Phone Foundation 8-3800.

INDEPENDENT SERVICE COMPANIES

CHICAGO, ILL., and ALL SUBURBS. Refrigeration service, installation, maintenance. All makes—One of the oldest independent service organizations in Chicago with competent staff of thoroughly trained men. Financially sound. Inquiries invited from mfrs. and distributors. Refrigeration Maintenance Corp., 365 E. Illinois St., Chicago, Ill. Phone Superior 2085-86-87.

Manufacturers — Distributors—Commercial, domestic installation and service in Camden —Burlington—Gloucester Counties. Gordon & Melick, 780 Wright Ave., Camden, N. J.

CALL AL HENDERSON for service on all makes of Refrigeration Equipment. Estimate gladly given. Phone 3-1717, 102 So. Lewis, Tulsa, Oklahoma.

WE SERVICE all makes of refrigerators and carry supplies for servicemen and dealers. The Key Shop, G. W. Perrine, Prop., 924 Grant St., Springfield, Ohio.

TWELVE years experience in installing and servicing all makes of electric refrigerators. A. B. Beakley, 1111½ Valmar, Little Rock, Ark.

MANUFACTURERS are constantly inquiring for reliable local service organizations prepared to handle installation and maintenance work in communities not served by their regular distributors and dealers. Your business card in this column will bring this profitable business direct to you. Special low rates are now offered to independent service men. For only $10.00 you may carry a 4-line advertisement for three months. Ask for details. Address Electric Refrigeration News.

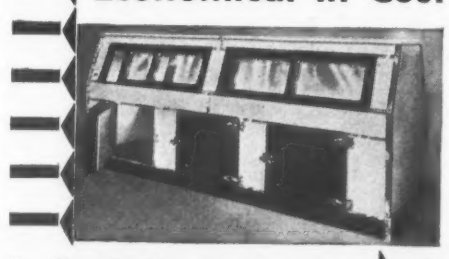
MISCELLANEOUS

SEND one dollar in cash, stamps, or P.O. money order for 17 week's trial subscription to Electric Refrigeration News and keep informed regarding important developments in the industry during the active selling season.

Testing Laboratory
For refrigerators and refrigerating equipment
George B. Bright Co.
Refrigerating Engineers and Architects
2615 12th St., Detroit, Mich.

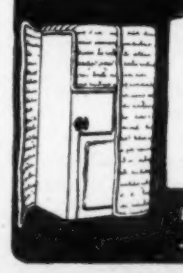
Trained Men Available
When in need of practical, trained shop mechanics, installation or service men, patronize this FREE Placement Bureau. We have competent, trained graduates available in every locality, to meet your requirements. With or without experience. No charge to the men or to you. Write, phone or wire.
Utilities Engineering Institute
Placement Division
Wells at Kinzie Street, Chicago

Economical in Cost



Ace Hard Rubber Equipment for Refrigerated Display Cabinets
Doors—Door Frames—Slide Rails
Jambs—Glazing Strips—Trim.
Many standard and special sizes.
Send for catalogue and prices.
American Hard Rubber Company
11 Mercer Street, New York, N. Y.
Akron, Ohio—111 W. Washington St., Chicago, Ill.

Fulco Adjustable REFRIGERATOR COVERS



Fit any size refrigerator! Big saving over old styles! Easy to adjust—more convenient! Made of strong, durable green drill—flannel lining and non-lump filler. Write for prices today!
Fulton Bag & Cotton Mills